

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
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VOL. C

NEW YORK, SEPTEMBER 27, 1917

No. 13

THOMAS CARLYLE, 1795-1881



DURING all of his early manhood and for fully ten years after his marriage, THOMAS CARLYLE was perilously poor. Yet through it all he kept his standards high and "indomitably determined to make no concessions for immediate profit."

Even after *Sartor Resartus* failed, CARLYLE set himself again to the task—tried to forget the criticisms of the times—and started to write his *French Revolution*.

But misfortune was only a little way behind. Shortly after the first volume was completed, the manuscript was burned in an accident, and the work of five months was destroyed in five minutes.

Most men would have given

up. But not CARLYLE. Once again he locked himself in his room and worked night and day—rewriting feverishly in a race against time—discovering at last his real strength. The *French Revolution* was published in July, 1837, and it marked the turning point in CARLYLE'S career.

So it is in business. Obstacles there are, and disappointments without number, but the ability to hold on a little longer—"to keep everlastingly at it"—is often the difference between failure and success.

At no time is advertising of greater value than in periods of great business stress and uncertainty.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO



The Standard Farm Paper Year Book 1917

This book is an institution of several years standing. It has become a valuable ally to the manufacturer seeking the farm trade. It has been enlarged each year and the new 1917 edition contains one hundred pages.

Tells all about Farm Market

The Standard Farm Paper Year Book contains complete and minute statistical information on the farm field and gives practically every fact necessary for a thorough study of the farm market.

With this compendium at hand, any advertiser can plan any sort of a farm paper campaign.

A copy of this book will be sent to any manufacturer or advertising agency who requests it on his business stationery.

Special attention is called to the series of charts showing the trend of farm market products. If you make anything that is used by a farmer or his family, this book will be useful to you. You advertisers of wearing apparel, household equipment and automobile accessories—it will help you.

The Standard Farm Papers Are

The Indiana Farmer

Established 1845

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1882

The Ohio Farmer

Established 1848

The Michigan Farmer

Established 1843

Prairie Farmer, Chicago

Established 1841

Pennsylvania Farmer

Established 1880

The Breeder's Gazette

Established 1881

Hoard's Dairyman

Established 1870

Wallaces' Farmer

Established 1895

Progressive Farmer

Established 1886

Birmingham, Raleigh,

Memphis, Dallas

The Wisconsin Agriculturist

Established 1877

The Farmer's Wife

Established 1900

All Standard Farm Papers are members of A. B. C.

GEORGE W. HERBERT, INC.

Western Representatives

Conway Building

Chicago

WALLACE C. RICHARDSON, INC.

Eastern Representatives

381 Fourth Avenue

New York City

**The Standard Farm Papers represent over one million
one hundred thousand money makers**

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Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

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Leaders of Business See Coming Need for Greater Advertising

Intensified Sales Efforts Needed in the Future, Predict Speakers at Great War Convention of Chamber of Commerce of the United States

By Bruce Bliven

THE "war convention of American business" held last week at Atlantic City by the Chamber of Commerce of the United States brought to the surface the momentous changes in business ideas and methods which are now developing, and which are fraught with deep significance for the future, particularly as they concern the advertising and sales policies which we must be prepared to put into force.

Not only in the formal sessions of the convention, but in numerous private conversations which the writer had with the leaders of American business, the belief was expressed that we are entering upon a new era, wherein our problems, and our opportunities as well, will be vastly greater than anything we have ever hitherto conceived.

Some of the ways in which advertising and allied sales efforts will be expected to play their part are worth extended statement, for the benefit of those readers of PRINTERS' INK who have vision enough to look ahead, not merely for one or two years, but for a decade.

The convention, in the first place, set itself on record as wholeheartedly in favor of a policy of aiding the government in its task of winning the war, no matter what the cost to the individual business. As one speaker said, if the United States should fail to win the war, there will be

no business; so to talk of any sacrifice on the part of an individual business as being "too great" is simply nonsense. However, cutting sharply athwart the patriotic motives of the industrial leaders, as I have just reported it, is to be noted a feeling that the governmental authorities, while inspired by the best of motives, are not trained in the intricacies of modern industry well enough to be able to handle all problems of foreign and domestic trade to the best interests of the country. As one great leader in an industry of basic importance remarked to the writer in a private conversation: "The men at Washington have no desire to hurt business; they only want to win the war. However, it may easily be that their very unacquaintance with the processes and problems of business will result in action which will be crippling to businesses which are needed at full efficiency in the conduct of the struggle. No man whose training has been purely political, and no man whose knowledge of industrial economics is derived only from textbook studies, is in a position to dictate policies to the best advantage for business men at a time of critical change and world-chaos like the present. It is not enough to call leaders in the world of commerce to Washington in an advisory capacity; it is imperative that these men should be given power to act. Then only

can they do really effective work." This, it should be noted, has been the policy of Herbert Hoover, and much of the success of the Food Administration thus far can be attributed to it.

Disheartening stories were related to me of industries which have met with a cold refusal when they offered the services of their most brilliant men to the military authorities whose own organizations, untrained in the gigantic problems created overnight by the increased size of our war forces, were struggling to keep from being swamped. In this, however, we are simply repeating the experience of England, as was pointed out by Lord Northcliffe in an address before the convention, and which repeated in part the views he expressed a few weeks ago in an interview for *PRINTERS' INK*. "In England, also, it was hard at first for a business man to get a chance to have his talents used," he remarked. "Yet to-day, wherever you find a big job being done well, you will find a British business man behind it."

That the government in this country has for twenty years been worshipping false economic ideals, and that it is time we abandoned them in favor of more scientific doctrines, was the startling statement of Alba B. Johnson, president of the Baldwin Locomotive Works, and his statements were received with warm approval, which indicated an apparent endorsement by the men present. Specifically, he charged that the Sherman anti-trust law has proved a hampering annoyance without achieving any real benefits to the nation. "The one thing this war has determined," said Mr. Johnson, "is that the Sherman law will not stand the strain of a national crisis. The government itself has come to recognize this fact, and it now realizes that business must be conducted on a reasonable profit, and that a conference of all concerned in any particular business is the one way to determine this profit." As a step in the right direction, the convention approved,

in a formal resolution, of the Webb-Pomerene bill, now before Congress, and permitting combinations of manufacturers in export trade. The actual efficacy of this measure, however, was doubted by several men who believe that in such combinations the big manufacturer will have such an advantage over the small man, in making prices, that the small man will drop out.

SALES PROBLEM WILL BE GREATEST OF ALL

The greatest problems of the business men of this country after the war will be *sales problems*, according to John D. Ryan, president of the Anaconda Copper Company, and sometimes familiarly known as the "copper king," and this idea was further emphasized by E. A. Filene, well-known Boston merchant, and by several other speakers. Production will have reached a maximum point, wages are tending toward an unprecedentedly high figure, and in order to get the money to maintain labor, and keep the country from financial difficulties, every available market will have to be worked to the utmost limit of its receptivity. Over and over the thought was repeated that American business men who look for an easy conquest of world markets after the war are deluding themselves. Sentimental antipathies toward trading with enemy countries will not last long, in the opinion of President Ryan, who predicted, specifically, that Germany will surely secure the lion's share of the Russian market unless the United States is prepared to do as well or better than the German manufacturer will be able to do in that field. That this need for intensive cultivation of markets, both at home and abroad, creates a wonderful opportunity for the skillful use of constructive, intelligent advertising and sales methods is too obvious to need to be pointed out to our readers.

In this connection, it is worthwhile to report a remark made to the writer by a well-known ad-

MAN, LAND and SEA

The West is richly endowed

Man: 5,000,000 of him—energetic, resourceful.

Land: an empire of fertile, generous soil.

Sea: a coastline half a continent long.

With this endowment the West cannot be otherwise than permanently prosperous. Such is the belief of the H. K. McCann Co.

Because of this conviction we established, five years ago, a completely organized unit in San Francisco. This is now the largest advertising agency on the Pacific Coast and has branches of its own. Research, media, art and copy departments are fully equipped—are manned with specialists. With a thorough knowledge of the West they review and criticize or plan and originate campaigns.

To manufacturers desirous of entrenching their products in the West we offer the services of this thoroughly western organization. It gives a reliable point of contact with the country of Man, Land and Sea.

THE H. K. McCANN COMPANY

Cleveland 61 Broadway, New York Toronto

IN SAN FRANCISCO

461 Market Street

Our book "Advertising Service" will be sent to interested parties on request

vertising agency man who is a keen student of national conditions: "In my judgment," he said, "the close of this war is going to see the creation of a whole flock of new national advertisers. Many people seem to be forgetting the vital fact that the government buying which is now being done on such a vast scale will come to an end probably far more suddenly than it started. When the war-necessity ends, government orders will simply stop over night; and there will be hundreds of factories producing on a tremendous scale which will all at once find themselves without a market. We have learned in this war that machinery which makes one type of goods is surprisingly easy after all to convert to another similar type; and the salvation of these marketless manufacturers will be in putting on the market some advertisable specialty, gaining distribution for that, and then possibly adding other lines which can be marketed on the strength of the prestige created for product number one."

To one interested in advertising, there was especial significance in the address of Herbert Hoover on the problems confronting the Food Administration at this time. Many people were surprised to learn, for instance, that Mr. Hoover has no power at present over the actual producer or the retailer, except that of moral suasion. The authority of the Food Administration is exercised by stepping in at a point between these two; and those who have expected drastic action upon retailers to reduce the cost of foodstuffs will be disappointed. "The total experience of Europe," said Mr. Hoover, "has demonstrated that many methods of price control such as maximums and minimums are a fallacy, and in themselves stimulate evasions and generate economic currents which, while they may be a temporary palliative to a situation, ultimately wash away the very foundations of production and distribution. Of European expe-

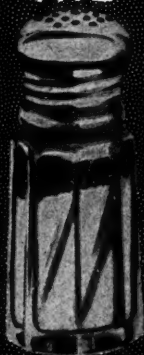
rience in price fixing practically but one formula has remained and that is the fixed specific price for every stage of a given commodity, from its raw to its finished delivered state, based as nearly as may be on the cost of production and reasonable return on capital."

Mr. Hoover further remarked that one of our great needs is to persuade the farmers of the country to lay less emphasis on growing food grains, and to direct their energies to raising fodder grains and food animals. This is indeed a gigantic task, involving as it does changing the habits of hundreds of thousands of farmers. How it is to be accomplished unless by the use of some form of advertising to the farmers by the government, Mr. Hoover did not explain, confining himself to the simple statement of the problem.

ONLY UNITED EFFORT WILL SELL THE BONDS

Another point of interest to those interested in advertising was the admission made by speakers in sessions devoted to questions of taxation and flotation of bonds, that the coming Liberty Loan will be exceedingly hard to sell unless more efficient methods of rousing popular sentiment are used than were in force with the first issue. The popular impression seems to be widespread that if the people do not buy the bonds the banks will anyhow, and that therefore it is not necessary for any individual to make sacrifices in order to purchase the forthcoming bonds. PRINTERS' INK is informed that many country banks, especially in the Middle West, were not even able to dispose of their first quota, among the farmers, who wanted to keep their cash surplus available for handling their crops. If these banks continue to hold the Liberty Bonds it will create a dangerous condition. To an advertising man the conclusion would seem obvious that much more vigorous means of exploitation will have to be used next time.

THE



OF THE EARTH
THE SUBSCRIBERS
TO NEEDLECRAFT
OVER ONE MILLION
OF THEM

The remarkable temper of this convention is illustrated clearly in the unusual set of resolutions which were adopted at its close, after the resolutions committee had sat all night sifting out of more than one hundred proposals submitted to it about a score which were deemed the most worthy. The first of these promised "that business will do all in its power to prevent waste of men and material and will dedicate to the nation every facility it has developed and every financial resource it commands, on such terms and under such circumstances as our government shall determine to be just."

Another resolution suggested that the government should fix prices during the war, saying: "It is the spirit of American business that however fundamental may be the change in the relation of government to business, the government should have the power during the period of the war to control prices and the distribution of production for public and private needs to whatever extent may be necessary for our great national purpose. Be it resolved by the representatives of American business met in war convention that all war buying should be assembled under the control of one board or executive department; and be it further resolved that this war supply board or department should be given full power to procure war necessities to the best advantage to the government as to price, quality and delivery, and in a way to maintain essential industrial life without disturbing social and economic conditions, including the power to fix prices not only to the government but to the public on essential products and to distribute output in a manner to promote the national defense and the maintenance of our industrial structure."

An important corollary to this declaration is the attitude of the convention toward the difficult problems of labor. That there should be a "truce" between labor and capital for the period of the

war seemed to be the prevailing sentiment, and was so expressed in a resolution which followed the tone of an address by Secretary of Labor Wilson very closely. At the same time several speakers in various sessions recognized the fact that with the price of living going up, labor cannot be expected to rest content with a stationary wage level and especially when it believes that capital is receiving an extraordinarily large return on its investment through war profits. One of the resolutions adopted called for the creation of an arbitration board to settle major disputes between employers and employees during the war, this board to have representatives of labor, capital and the government. Every industry was further urged to form a committee of its leaders for the purpose of co-operating with the government in mobilizing that industry for the war.

There were present at this convention a number of heads of great nationally advertised businesses; and it is worth recording that as the writer talked with one after another of these, he found with few exceptions a most optimistic feeling in regard to the prospects for the fall and winter. Advertising appropriations are not being curtailed, but in many cases are being increased; and this is true even when the factory is completely oversold for many months ahead, or in such decidedly antithetical cases as where the business has been slackened up by the war crisis to a point which, in the minds of many men less farsighted, would seem to warrant a curtailment of the advertising at least for a time.

Advertising Manager for Sterling Motor Trucks

John H. Lemmon has been appointed advertising manager of the Sterling Motor Truck Co., of Milwaukee. He has been connected with the Watrous-Estey Advertising Co., the Macavoy Advertising Co., and more recently with the Nichols-Finn Advertising Co., all of Chicago.

You can advertise intelligently in Brooklyn without using the Standard Union, but it's difficult.

Why ignore the paper of largest circulation?

Yes, largest both week days and Sundays!

"Influence" and a Corporation's Advertising

The Advertiser Should Have as Much Freedom as the Press, But Hasn't Sometimes—A Case for Backbone

By Francis H. Sisson

Vice-President, Guaranty Trust Company of New York

WE hear a great deal about the freedom of the press. We hear very little about the freedom of the advertiser.

I am an ex-newspaper man and I believe in the freedom of the press. I am now an advertiser and I believe that the advertiser should also be free—free to advertise in those mediums which he believes he should use; free to decline to advertise in mediums which he believes he should not use. In other words, I believe that the advertiser should have the privilege of buying advertising as he buys clothes or an automobile or a house—because he wants it, because it is good value, because it fits his needs.

For a number of years I have been associated, in one capacity or another, with large corporations. These corporations, without exception, have been advertisers. They believed that advertising was—I shall not say necessary, but—desirable. They spent a certain amount of money every year to build good will, to sell their wares or service or to help bring about a friendly attitude on the part of the public.

Now, if these corporations had not believed in advertising, if they had invested no money in advertising, publishers would have left them severely alone. But, because they believed in advertising, because they acted on that belief, they have, time and again, been asked to advertise in publications for reasons which are not sound.

Let me cite a few cases. I have purposely disguised some of them, but not sufficiently to alter them beyond recognition.

A publisher has an account with a bank. He serves notice that he will close his account if the bank

won't advertise in his publication.

A publisher ships freight over a certain railroad. He serves notice that he will divert his shipments to a competing railroad if railroad No. 1 does not advertise with him.

A publisher has a relative who is an officer of an industrial enterprise. He brings pressure to bear on a transportation company to use his medium, the alternative being the diversion of a proportion of the freight traffic of the aforesaid enterprise.

A publisher offers to divert all or some of his freight to a railroad which is not using his medium, if it will do so; or to transfer his account to a bank if it will add his publication to its list.

PURE AND SIMPLE THREAT

A publisher frankly threatens dire consequences to the advertiser who is dependent upon friendly public feeling if his mediums are not included, regardless of their adaptability to the advertiser's needs.

A publisher threatens editorial opposition to causes in which the advertiser is interested if his cooperation is not secured through advertising patronage.

A publisher talks proudly of "reciprocity" in seeking advertising in exchange for friendly treatment, regardless of the business value of his advertising.

A publisher offers inducements of "free publicity" through mediums at his command to make up for their deficiency in advertising value.

I wonder if it ever occurred to these men that every time they bring "influence" to bear on an advertiser they discredit their goods.



Majorities, in matters of opinion, are not always right;

But when a majority of the biggest National advertisers use more of *one* brand of cover paper than they use of all other brands combined, it seems safe to conclude that they must have sound reasons for their preference.

BUCKEYE COVERS *lead* because they *pay*—because they are *best regardless of price* for most Catalogue, Booklet and Folder jobs.

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPERS
in Hamilton, Ohio, Since 1848

DEALERS IN ALL PRINCIPAL CITIES

Member: Paper Makers' Advertising Club

With few exceptions, corporations do not advertise for the purpose of influencing the press, but because they believe that advertising is worth more than they pay for it. If they believe that advertising in a certain medium is worth less than they are asked to pay—or if the medium is one which is not adapted to their needs—they should have the privilege of staying out.

In either event, the burden of proof rests with the publisher. Let him put his story before the advertiser. He is entitled to the opportunity of doing so. But let him use no "influence." In the case of a really good medium, it is not necessary. Really good mediums are not so plentiful that advertisers discriminate against them. The advertiser may not like their policies or their make-up or the men who own them; but he will use them if they are worth using. It isn't necessary to use "influence." Advertising should be bought like any other commodity—on a value basis only, without threat, coercion, bribe, or undue influence. Until publishers themselves place their business on that basis, they can never expect the public to appraise advertising at its real commodity value.

Baker Returns to D. O. Haynes & Co.

W. D. Baker, who has been production manager of Hanff-Metzger, Inc., New York, since this agency was organized, has purchased an interest in D. O. Haynes & Co., publishers of the *Pharmaceutical Era*, *Drug and Chemical Markets* and *The Soda Fountain*, also of New York. Mr. Baker who was with the latter company several years ago, was formerly assistant advertising manager of the Columbia Graphophone Co. In his new connection he will have charge of the advertising department.

Returns to Editorial Field

Charles C. Nixon, vice-president of the Continental Publishing Company, Toronto, has been succeeded as advertising director of the company by Robertson Y. MacLean, who has been manager of sales for the advertising department of *Everywoman's World*. Mr. Nixon has become superintending editor of this magazine. He was in editorial work until six years ago, when he entered the advertising field.

Oysters Advertised as Meat Substitute

The necessity for conserving meat is being used as an argument by the Connecticut Oyster Co., Ltd., in advertising oysters in the Canadian grocery trade papers. "Meatless Days Are Oyster Days," is the headline, and the copy suggests that "fried oysters with potatoes or other vegetables are very tasty and a substantial substitute in the absence of meat." The advertiser says frankly that it does not yet know the price of oysters for future delivery to the retailer, as the cost is dependent on the cost of labor.

Bergfeld Advertising Manager of Chicago "Herald"

M. A. Bergfeld, who has been representing the Chicago *Herald* in New York for several months, has been appointed advertising manager of the paper. He will be succeeded in New York by W. A. Willis, formerly of the New York *American*.

For four years prior to his connection with the *Herald*, Mr. Bergfeld was Eastern representative of the Chicago *American*.

With Society for Electrical Development

Freling Foster, formerly advertising manager of the Hughes Electric Heating Company, Chicago, has joined the advertising staff of the Society for Electrical Development, New York. He succeeds E. M. Hunt, whose appointment to the *Review of Reviews*' staff was announced recently in PRINTERS' INK.

Bainbridge Richardson with Collin Armstrong, Inc.

Bainbridge Richardson, for the past five years with Sherman & Bryan, Inc., as their Western manager, has joined the staff of Collin Armstrong, Inc., of New York, in the plan and production departments.

Joins New York Special Representatives

Martin G. Anderson, who has been associated with the New York office of the Charles H. Eddy Company for eight years, has joined the soliciting staff of Gilman & Nicolls, New York office.

Barbour Advertising Manager of New York "Globe"

W. McK. Barbour, during the past year advertising manager of the Boston *American*, has been appointed advertising director of the New York *Globe*.



USE LEADERS

THE request of an unknown person will not induce a dealer to carry your goods. But that same dealer will be impressed by the suggestion or influence of a person prominent in the community—a *leader*. And others in that community will follow the lead of that leader.

You already realize the wisdom of reaching leading men through the leading man's publication—of reaching leading women through the leading woman's publication. But do you realize the wisdom of reaching leading boys through the leading boy's publication?

THE AMERICAN BOY is the leader in its field. It is a 100% boys' magazine. Its character is very high. Its policy is vigorous. Its appeal is constructive. Its circulation has been built by advertising and merit. It goes to sons of families who can and do pay \$1.50 a year for it.

Such families have buying power. They are leaders. Their sons are leaders.

The 225,000 boys who *take* THE AMERICAN BOY (fully 500,000 read it) are boys whose average ages are 15 to 16. More than 100,000 subscribers are between the ages of 16 and 20.

These boys—*leaders*—form a vast, powerful, influential present market. They are enthusiastic, loyal friends—a vast future market of men and heads of families.

Put your goods before them in their magazine—

The American Boy

"Where There's A Boy, There's A Family"

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHY, Manager
180 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. AHRENS, Jr., Manager
1616 Lytton Building
CHICAGO, ILLINOIS

THE ETHRIDGE ASS'N OF ARTISTS,
Gentlemen:—We feel that we owe you
good people a note of thanks and
congratulation upon the superb success
achieved by your 52 advertisements pre-
pared in our behalf during this year.
These advertisements are appearing
weekly in the music trade papers, often
inspiring editorial praise, and we have
abundant evidence that their results are
far beyond our forecast. Please convey
appreciation to your staff. Sincerely
yours, **AMERICAN PLAYER ACTION**
CO., Inc., by H. L. Tyler.



The ETHRIDGE ASS'N



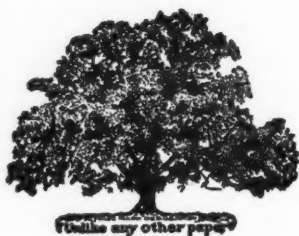
ASSOCIATION of ARTISTS

NEW YORK OFFICE
25 East 26th Street

CHICAGO OFFICE
220 So. State Street

DETROIT OFFICE
1207 Kresge Building

We have achieved the impossible. The editorial contents of The Farm Journal for the month of October are as timely and as attractively-displayed as the advertisements. Actually!



How Vantine Added a National to Its Retail Demand

The First Steps in the Mail-Order Advertising Were Uncertain, but the Business is Now Solidly Established

By H. A. Beers, Jr.

IN five years the old Oriental house of A. A. Vantine & Co., Inc., New York City, has built up a mail-order business that to-day represents around 20 per cent of its whole business. The effect of its mail-order advertising, however, cannot be thus arbitrarily limited. About 50 per cent of the business transacted in its New York store is with out-of-town customers on visits to the city, and the company has indisputable evidence that many of these patrons are either influenced by the advertising or else purchase goods previously selected from the mail-order catalogue. The same influence has been traced in connection with the company's wholesale perfumery business.

The mail-order department was started as a trial, an expedient to bridge the period between the company's removal from its old store at Eighteenth Street and Broadway to its new establishment at Fifth Avenue and Thirty-ninth Street. It was also started in an effort to combat the growing cost of doing business in a retail district left dry by the northward drift of the shopping center. To-day it is a permanent and increasingly important feature of the company's business.

The story of the Vantine experience in the mail-order field is important in several lights. It illustrates simply a trend that has been noted in recent years among the larger and more general department stores, which have turned to it, not only as their ultimate salvation, but to combat the growing overhead costs of doing business in an enormous conglomeration of comparatively buried departments. Vantine's mail-order business is five times to-day that of 1912, yet its selling cost has measurably decreased.

The example parallels in a way that of the Garver Brothers in a country town, or Lane Bryant in a great town, in their efforts to do a greater business with the same personal initiative and the same plant.

Some of the lessons learned in the house of Vantine's mail experience are valuable, for, while, in a sense their merchandising situation is peculiar, the illustration of how advertising has served to unearth and correct puzzling problems adds its good bit to the scheme of things advertising.

For example, at the risk of running a little ahead of the story, in the early days quite expensive items were entered in the catalogue, perhaps a bowl at \$500 or a rug at \$1,000. It was found that the mail-order prospect does not care to make so significant a purchase by mail, and to-day such articles are no longer featured.

WHY MAIL BUSINESS WAS STARTED

As remarked, the mail-order department was started to combat the almost doubled effort of doing an average business in an outgrown location. Vantine's is more than fifty years old, and prior to the mail-order work had a big reputation, and had advertised both nationally and locally for general publicity and to maintain its prestige. At its old location, however, it was undergoing the trials of keeping up its end despite a changing neighborhood fast being denuded of its old-time retail prestige. Moreover, it faced that critical period which comes when a well-known institution undertakes to remove to a new location. Its new store was soon to be erected and the old one given up.

Early in 1912, therefore, it got

out a 24-page catalogue and started to advertise it nationally, choosing some item from stock as an interest leader for its national copy—such as kimonos. Owing to the nature of the business, however, the experiment soon met some snags. It is, or was, a shop of individual items, with few duplications, and when there were duplications, they were in very small quantity. Yet, if a woman selected a kimono design at \$10 from the catalogue which had been cleaned out earlier (and this happened too often), sending her a more expensive design for the same price with an explanatory letter did not placate her. Vantine's found that it must back up its catalogue cuts with identical merchandise.

Again this catalogue, as has been pointed out, listed rather expensive items that anyone willing to pay the price would hesitate to order by mail, even when accompanied by the company's open money-back guarantee.

All in all, the members of the firm by the time summer came around were not quite sure that a mail-order business could be profitably developed from their proposition.

What helped to tide over the situation was this. A shipment of Panama hats had been ordered by the wholesale department for the summer season of 1912—the hats arrived, some one thousand dozen of them from Japan, in July or August, far too late to hope to dispose of them that season. They were hats of a quality that usually retailed around \$15. It was decided to put them into the hands of the mail-order man to see what he could do for them, allowing him to sell them at cost, or if necessary, at a loss, so long as he moved them. He had time to catch one of the September magazines with a small ad offering \$15 Panama hats for \$5. This sold a good many. The order on this shipment carried over into the summer of 1913, and in a year he had cleaned out every one of these 12,000 hats by mail, and was buying hats in the general market

around town to fill surplus orders.

In the fall of 1912 he got out an eight-page catalogue—hardly more than a folder—featuring more hats, and various Oriental novelties as gift suggestions. This produced good results, and clinched the determination to continue the mail-order feature.

It was decided to arrange that the Japan representative buy samples in certain lines that could be ordered in quantity solely for the mail department, and send the sample to Mr. O'Neill, who started and has developed this part of the business; for him to select what seemed suitable for the mail-order work and to order in quantity for that purpose.

After the success with the Panama hats, and with the constantly developing business in other lines of Oriental goods, the mail-order business has entrenched itself as a solid part of the business, and since 1913 two catalogues a year—spring and fall—have been the order, featuring, of course, goods that can be handled in quantities and in duplication, such as Japanese toweling, hats, china, tea apparatus, Oriental furniture, sweetmeats, etc.

HAS CREATED A NEW MILLINERY DEPARTMENT

An interesting outcome of the hat advertising has been, that it has necessitated the establishment of a millinery department, an entirely new department, in the retail store. The hats were advertised as being unblocked, but suggestions for shapes and decorative effects were made in the catalogues, with an Oriental sash or puggaree trimming to help sell them. Customers began to ask the house to block the hats for them and also to decorate them. This made it necessary to acquire a staff of milliners, and their time has been further utilized in the making of tailored hats of Oriental fabrics. The retail business alone in this department, as distinguished from the mail order, is an important item.

The human side of the business

developed is infinite in its varicolored interest. A widower, four years ago, in the holiday season sent a check for \$50. He enclosed it in a letter leaving it to the mail-order manager to pick out a sales girl from the sales force who might possess good taste. This girl was to select from the stock some things which would appeal to the widower's two young orphan daughters—12 and 14 years respectively. The check comes regularly now.

An irrelevant but interesting sample of the advertising's reach is the following postal card from a Belgian soldier interned in Holland:

"I take the respectful liberty to address you some words soliciting by them at your benevolence some used stamps; if possible

"I am a Belgian soldier interned in the Netherlands, and so I have made up my mind to collect old stamps, in order to have more agreeable time to spend here, for really time seems very sorry lonely and annoying to kill here.

"Hoping dear Sir, if you are able you will favor my requests and forward it please, will accept my anticipated thanks,

"Kindest regard of a Belgian soldier."

In the fall of 1915 the biggest catalogue in the concern's history was published, a book of 124 pages. This book doubled the sales from the same sized mailing list. During the holiday season the packing department was working in three shifts.

With the growth of the business the selling cost has been steadily decreasing, first because the sales have been increasing while the advertising appropriation that has accomplished this has been decreased. The first year about \$18,000 was invested in space, but for no other year since has the space appropriation exceeded \$12,000. Moreover the cost of the catalogues has been decreasing, as the merchandise, except for the hats, varies little from year to year, necessitating few changes in the books.

Again, the productive results

from each name in the list are carefully checked, and no name is kept on the lists that has not produced an order from two consecutive books. No one is cut off, however, without a chance to become a mail customer. About 100,000 names on an average are carried in the files.

Recently they mailed out a mail piece that combined some merchandise features with a mailing list corrective purpose. To those accustomed to handling mailing lists with gloved hands the not uncertain tones of this circular will seem unusually stern. It is an ultimatum without reserve.

A STIFF TALK THAT WORKS WELL

"For nearly two years," it advises, "we have sent you our catalogues, booklets, etc., as soon as issued, but unless we are in error, we have not received any mail orders from you—for which purpose the above are issued.

"Notwithstanding, we would be pleased to continue sending our books to you, were it not for the fact that the abnormal increase in the publishing business has made it necessary for us to limit the number of catalogues issued.

"If, however, you wish to receive a copy of our new fall and winter, 1917, catalogue—to be issued in October—please detach the self-addressed postal printed below, place a one-cent stamp on it, and return to us.

"As we place on our permanent mailing list only the names of customers from whom we receive at least one order each season, we would respectfully suggest that you send us an order for some article illustrated in our circular—or in any of the catalogues, booklets, etc., previously sent to you—and thereby insure your receiving all catalogues and other interesting advertising literature which we shall issue from time to time."

Fifty thousand of these folders were mailed out in July and to date 14,000 of the self-addressed cards have been returned. And the circular has had another im-

portant result. It has helped to show what effect the mail-order advertising has on the business as a whole. Many letters have been received as a result, usually of a mild, righteously indignant tone, to the effect that while no orders have been sent through the mails, the catalogues have nevertheless made sales. One woman, for example, said that she has been a steady purchaser of certain of the company's perfumes at a local retailer's. Another, again, named certain articles of merchandise shown in the catalogue which she had selected at home and purchased at the company's store when in New York. These are but samples of the evidence accumulating that shows how the mail-order advertising aids the out-of-town business, although on the books the department gets no credit for such sales.

Thus has a retail store switched its advertising aim. Where it had advertised to bring the transient shopper to it, it has amended its course to make its advertising produce tangible results by bringing the store to the shoppers of the world. Started as a half doubtful expedient, its mail-order department has more than justified itself, serving in addition the valuable rôle of a general publicity agent for maintaining the name of the house, and, a secondary force for its wholesale business as well. Judged by results, the cost of accomplishing these important ends has been almost ridiculously small for a house of its position.

Canada May Invest \$150,000 in War-Loan Advertising

Plans for a governmental campaign to advertise the fourth Canadian War Loan are assuming definite form.

Under the arrangements just made the control of press advertising and publicity has been virtually placed in the hands of the Canadian Press Association. It is reported that the advertising fund to be appropriated by the Government will be \$150,000. Newspapers and periodicals carrying the advertising will be paid at card rates.

The Advertising Association of Canada is to co-operate with the C. P. A. in the preparation of the copy. The advertising will aim to increase the num-

ber of investors in the Loan—to educate the large number of persons who have not subscribed to previous issues upon the necessity of doing their part this time. The whole country will be covered in a more comprehensive manner than in any of the previous campaigns.

The Canadian Press Association will, in addition, act as a clearing house for news articles relative to the bond sale. The Association is establishing a bureau for this purpose in connection with its head office in Toronto, and will issue all its campaign publicity from there. President Woods, of the C. P. A., is in personal charge of the campaign, and it is hoped that this method of reaching the public through the co-ordinated and co-operative efforts on the part of the Canadian press will result in a big increase in the number of investors and the great and ultimate success of the loan itself.

The Bond Dealers Association has not arrived at a definite understanding as to their status or their method of co-operating. The plan they have under consideration at the present is a co-operative advertisement to appear for the Association as a whole and to run adjacent to the Government advertisement in the same mediums. Whether this plan will eventuate is doubtful, as it will in all likelihood prove too costly for the smaller houses and too unsatisfactory to the larger houses. While the latter would save money by the plan, they would lose in prestige by being reduced to the level of the smaller houses as it is planned to have all sign the same advertisements.

It is argued that more money is invested in advertising by the bond dealers than is received in commissions on the sale of the War Loan Bonds. That is granted in the major premise but it is also argued that the Government by its advertising and its war loans has done more for the development of bond buyers than the bond dealers themselves would have accomplished in a generation. And it is so, yet the bond dealers are courageous advertisers, buying space to sell bonds at a loss, pinning their faith to profits after the war.

Buyse With "Forbes Magazine"

Walter Drey, vice-president and advertising director of *Forbes Magazine*, New York, has appointed A. H. Buyse manager of financial advertising of that publication. Mr. Buyse was formerly advertising manager of the *Magazine of Wall Street*.

Rodney B. Stuart Advanced With "Woman's World"

Rodney B. Stuart, for three and one-half years on the advertising staff of *Woman's World*, Chicago, has been appointed Eastern advertising manager, with headquarters in New York.

Get "Over the Top" for New Business in Baltimore

FOR MARYLAND BUSINESS BUILD THE FIRST
TRENCH AROUND BALTIMORE TRADE

The great war has necessarily brought about certain readjustments in the process of business. National as well as local advertisers appreciate this and the present optimistic attitude is due primarily to advance plans covering sales and advertising work along big lines for fall and winter business.

In Baltimore the opportunity presents itself to the national advertiser to concentrate his appropriation in one newspaper—THE NEWS—and reach thereby practically all the homes of this city with one investment.

As far as Maryland business is concerned Baltimore is the principal point of attack, representing as it does, nearly 50 per cent of the population of this state. If your goods are well distributed in Baltimore and its immediate trading radius you have practically captured Maryland in your sales campaign. Use THE NEWS first for best and economical results. No waste or scattered circulation.

Business conditions are particularly good in Baltimore today. Get your portion of this trade. Get "over the top" now with your advertising plans.

For Better Business in Baltimore Concentrate In

The Baltimore News

Member Audit Bureau of Circulations

Net Daily Circulation Aug., 1917, 89,711

GAIN over same period 1916, 14,183

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

"Keeping Everlastingly At It Brings Success"

"Durable Durham Hosiery" (under the splendid guidance of N. W. Ayer & Son) needs no introduction.

It may interest some, however, to know that the President of the Durham Hosiery Mills, Mr. J. S. Carr, Jr., is *A FARMER*.

Note, please, his two letters reproduced on opposite page, one "before" and one "after."

There was a time when N. W. Ayer & Son gave The Progressive Farmer the same copy and schedule that they gave other farm papers, but now—it's *very different*.

They, along with many other high class agencies and advertisers, have learned beyond a doubt that *class circulation* and *editorial merit* mean more than simply a conglomerate array of "circulation figures by states." They seek quality and dealer influence, and in The Progressive Farmer have *found it*.

Thousands and thousands of "Country Gentlemen" in the South, like Mr. Carr, are *paid subscribers* to The Progressive Farmer. They and their wives and daughters read it for *profit and help*.

And such men put a vast amount of their business earnings into improvements on their *farms and homes*. Their purchasing power is enormous.

Cheap papers—filled with platitudinous dope do not appeal to such men. They seek only editorial merit and in this regard our paper is supreme—from Virginia to the Rio Grande and from Kentucky to the Gulf.

THE PROGRESSIVE FARMER

J. A. Martin, Adv. Mgr. R. B. Farris, Genl. Representative
Over 170,000 Circulation weekly in "The Heart of the South."

"No fakes for Man or Beast or Fowl!"

BIRMINGHAM, ALA.

Raleigh, N. C.

Memphis, Tenn.

Dallas, Tex.

Wallace C. Richardson, Inc., Eastern Representatives,
381 Fourth Avenue, New York.

George W. Herbert, Inc., Western Representatives,
Conway Building, Chicago.



(After)

(Before)

DURABLE
DURHAM HOSEY
FOR MEN, WOMEN AND CHILDREN

These stockings have the same as the famous "Durham Hosiery" which is made in the Durham Hosiery Mills, Durham, N. C. They are made of the best quality of cotton and are guaranteed to last for a long time.

The Progressive Farmer, Sept. 10, 1917.

THE PROGRESSIVE FARMER
Sept. 10, 1917.

(After)
Durham Hosiery Mills
Durham, N. C. Sept. 10, 1917.

Mr. J. A. Martin,
c/o Mr. W. C. Richardson,
381 Fourth Ave.,
New York City

Dear Sir:-

Your postal to hand.
From my ad in the
Progressive Farmer I re-
ceived twenty-one replies.

Very truly yours,
J. A. Martin

(Before)
Durham Hosiery Mills
Durham, N. C. Aug. 10, 1917.

Progressive Farmer,
Birmingham, Ala.
Gentlemen:-
Attention of Mr. J. A.
Martin, Adv. Manager.

I am in need of a first
class farm laborer at my
farm, and want you to in-
sert the following ad in
the Progressive Farmer. Now
I will see what kind of
results you give me.

Wanted for year 1918, an able bodied white farmer
with family. Knowledge traction engine desirable.
To work on farm at good wages. Stable must be
good four-room house. Freshly painted, electric light,
bath, and good kitchen. Good garden. Good road to
pusherhouse. Farm located four miles from Durham
on old Association road, cotton, corn, tobacco, peas.
Durham, N. C. N. T. Shober, Manager.

Very truly yours,
J. A. Martin

A War Story

At one time we termed the New York City Telephone Directory the "Two Million Chances a Day Medium."

But when Uncle Sam took up the sword, he also took up the telephone.

New York City, under war stimulus, for instance, has boosted its score in telephone calls to two and three-quarter million a day!

More and more each day Big Business and Little Business—Big Homes and Little Homes depend upon the telephone.

When people depend upon the telephone they depend upon the Telephone Directory, too.

And so, in sending skyward, as it has, the City's daily telephone total, the war has likewise sent soaring the figure that represents the number of times a day the New York City Telephone Directory is consulted, and incidentally increased its value to advertisers.

Conservatively, the figure is now *two and one-half million*.

If you are interested in covering the Greater City thoroughly in a medium that has kept pace with the city's increased wartime activities, we recommend the New York City Telephone Directory.

Ask by Telephone for Particulars



NEW YORK TELEPHONE COMPANY

Directory Advertising Department

15 Dey Street

New York City

Telephone—Cortlandt 12,000

Salesmen Find New Outlets When Territories Are Reduced in Size

Many Products Are So Hard to Classify That They May Be Placed in Several Kinds of Stores

By Charles Kaye

SALESMEN are human. Some—very. And so they are subject to all the human habits and shortcomings. One of these is getting into a rut.

Not to disparage the better type of traveling representative. After a man has been "peddling" the same product for two or three or ten years his work gradually savors of a noticeable sameness in the presentation of the plan and choice of prospects. His job becomes a routine. It loses all the zest and freshness and inspiration that characterized his first swing around the territory.

Sometimes there is an advantage, however. Because of the sameness of things a man may become a specialist—providing he has a fundamental grasp of his proposition. The rut may become a well lubricated and well worn groove. Instead of becoming stale, apathetic and shop-worn, he may continually see new applications of the basic idea.

With the mediocre salesman the evil of monotony manifests itself most noticeably in the type of potential customers he interviews. Conditions in the retail trade are altering so rapidly these fine days that new prospects spring up overnight. Few sales managers of even the most cut-and-dried proposition can afford to ignore the remarkable shifting of merchandise boundary lines. Never before has so tremendous a readjustment taken place as within the past two or three years.

For instance, who would have thought of placing a line of handkerchiefs with the corner druggist—until recently? Yet this is what the Sealpackerchief people are doing—and successfully, too, according to a number of drug merchants with whom I have con-

versed lately. Drug stores are notorious in breaking down the old barriers and divisions of merchandise. Anything that nets a fair margin of profit, brings new customers inside and does not take up too much shelf display is welcomed with open arms. My neighborhood druggist not only sells handkerchiefs, but Boston garters and collar buttons. Next he will probably add a line of soft collars.

Go into practically any store and you will notice a long list of articles that formerly belonged exclusively to other trades. When the hardwareman put in safety razors and soaps, the druggist retaliated by stocking seeds and war garden tools—mostly for feminine folk—flashlights, knives and in some cases a general line of cutlery. The makers of Carola phonographs found the hardware merchant a profitable sales channel when they discovered the music stores overstocked on other makes. What income the hardware man has lost in such articles as buggies, harness, etc., he has more than made up with automobile accessories.

INVESTIGATION DISCLOSED BIG FIELD FOR SALESMEN

Some months ago, a large paint and varnish manufacturer divided the country into seven zones and analyzed the trades represented by his agents to determine what would perhaps be the logical outcome of all this shifting. It brought some valuable facts to light. In the Middle West zone, he found that 49 per cent of his agents were druggists; in the Southwest zone 63 per cent; while in the Pacific Coast zone, only 13 per cent were in the drug trade. Most were hardware merchants

with the usual sprinkling of lumber yards, exclusive paint and wallpaper stores (in the larger towns), general stores and furniture stores.

Further investigation disclosed the fact that the more modern druggists in California were not stocking such heavy side lines, preferring to cater to the needs for Kodaks, electrical devices and general convenience articles. Nevertheless the trade had been somewhat neglected.

A campaign was therefore designed to make an exclusive appeal to the drug trade, and showing how a line which brought volume as well as profit helped to keep down the rapidly rising overhead. Pictures of paint departments in well known California drug stores and testimonials giving actual figures of investment, selling expense and margin of profit made a distinct impression. The first feature mailed to a select list of 300 drug stores pulled sixty-one promising inquiries.

So part of the job of every sales manager must be a study of changing market conditions, with particular regard to the classes of trade with whom to place his stock of merchandise. That there are grave dangers of a faulty analysis cannot be denied. Most readers will recall the name of a certain manufacturer of a popular household specialty which at one time sold through the hardware trade exclusively. Later it was placed with the department stores, then the drug trade. All this worked out very well—sales were booming—but when the line was distributed through wholesale grocery jobbers, the National Hardware Association rose up in arms, and many of the state organizations proclaimed a virtual boycott.

A territorial list of prospects is of value when it is carefully compiled and a periodic check-up made to see that the trade listed is being regularly called upon. Often you will find some salesmen fight shy of certain classes and occupations, either because they are unfamiliar with trade

customs or because they imagine they are not worth the effort. But by cutting down the size of territory, the representative usually realizes he has either got to work all listed prospects or fall behind his quota. In this way intensive distribution is secured.

In past years the notion was prevalent that the biggest successes came from the biggest territories. "Give me Ohio, Indiana and Illinois and I'll make a howling clean up," the applicant for a position would chortle. But with gradual expansion in business, it required close cultivation of territories, and a course in education was sometimes necessary to convince the sales force that cutting a slice of territory did not always mean a reduction in either sales or business opportunities. After a year or so of practical experience in working a smaller territory the biggest kickers usually ask for a further chop-off.

I recall the experiences of a salesman who traveled a portion of Ohio—just a dozen or so counties, including the cities of Akron, Youngstown, Massillon and Canton. It became necessary to cut his territory to Summit county alone, which includes Akron. Yow, what a yell! His previous year's estimate had been 90,000—only 20,000 of which came from Akron. The salesman just knew it was rotten judgment—the territory could not support him, so he commenced to flirt around for another job. But he moved to Akron—the firm paid his expenses—and surveyed the field.

INTENSIVE SELLING PROVED SUCCESSFUL

Needless to say, he was amazed to find how prospects bobbed up. Formerly he had spent two or three days there at a time—a half hour between trains, but had made no concerted, concentrated effort to round up all the prospects. He became acquainted with the secretary of the Chamber of Commerce, who quickly showed him that trade was flourishing, that the rubber companies were putting up scores of homes for their

workers and that bank deposits were hitting the highest mark in history.

Moreover, he was given a Ford, and found he could call on three times as many customers a day as when working a big territory—could see them more frequently—and people got in the habit of telephoning him nights, for he was the only representative in his line stationed permanently in town. While his sales the first year did not top those of the old territory, they came pretty close to it, and his percentage of selling expense dropped a point or two. Not all the promises of competitors—glittering and lucrative—can lure him away, for he now gets home every night and has a chance to become acquainted with his family.

Just as American farmers are learning the value of intensive cultivation of the soil, so are American sales managers beginning to realize the efficacy of the same principle applied to the development of sales. We must

stop confusing national distribution with *thorough* distribution—we must hit the high spots, but not neglect the myriad little places in between.

R. H. Donnelly Opens Philadelphia Branch

Charles E. Rolfe, 2d, who has been directory manager of the Bell Telephone Company of Pennsylvania and Associated Companies, has been appointed manager of a new Philadelphia branch office of Reuben H. Donnelly Company, Chicago.

Joins Frank Seaman, Inc.

John L. Palmquist has left the service department of the F. W. Dodge Company, New York, to go with Frank Seaman, Inc. He was formerly with the *Textile World Journal*, and before that was in partnership as Leopold & Palmquist, commercial artists.

Charles W. Corbett Undergoes Operation

Charles W. Corbett, New England manager of *Woman's World*, is recuperating in a hospital at Mount Vernon, N. Y., from the effects of an operation for appendicitis.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

At Last the Wallpaper Industry Decides to Advertise

Long Meek Under the Assaults of Competitive Products, Manufacturers Form an Advertising Pool—Campaign Begins at Once

WALLPAPER is to be advertised. Practically all the big interests in the trade have got together, and have projected a national campaign, which starts this week. A full page in one of the weeklies marks the opening of the advertising. Present plans embrace the use of a number of publications up to September, 1918. Beyond that definite plans have not been formulated, but the men behind the movement are determined to make advertising a

permanent part of the selling efforts of their industry.

The wallpaper trade has long been recognized as a neglected business. For years paint manufacturers and the makers of other decorative coverings, as well as the wall-board people, have been insistently telling the householder about the advantages of their products. Wallpaper has been occasionally denounced as unsanitary, unsightly and as unnecessarily expensive. As a result, the

sales of wallpaper have not increased in proportion to the increases shown in competitive lines that have been steadily advertised and otherwise energetically promoted.

This neglect infected the trade through all the channels of distribution. There are probably 25,000 dealers handling wallpaper in the United States. Most of these, however, also carry paints and other products that compete with wallpaper. Since these competitive goods have been continuously pushed by their manufacturers, retailers naturally followed the line of least resistance. They co-operated with those manufac-



New Wallpaper Prepares Your House for Winter's Social Activities

NATURE takes on her animal coat of tan, and the theatre of social recreation simultaneously moves indoors. Guests there will be in legion—critical, observing guests.

The house must look its best. Particularly the interior. Wallpaper will put it at its best. Newly papered walls and ceilings lend charm and cheer to the whole house.

Chase the gloom from every room with sensible, economical wallpaper. The change can be made quickly and at minimum cost.

That living-room, that dining-room—make them smile again. Wallpaper will do it.

There's probably not a room in your home but that would welcome the transforming touch of wallpaper in the hands of an experienced decorator.

Wallpaper has immutable advantages. Carefully chosen patterns conceal all those little irregularities present in even the best-built homes.

Wallpaper accentuates the beauty of the woodwork. It permits that nobility of expression so essential to the person of refinement. It meets every requirement of interior decoration—meets it effectively.

Interior decorators and wallpaper dealers are now showing authentic 1918 styles in wallpaper. At probably no other time in the year will their stocks be so nearly complete, so diversified.

Consult your decorator now with views to having those rooms repaired—if not the entire house, at least that portion of it that seems to need it most.

Remember—wallpaper is the satisfactory transformer.

Wallpaper Week is October 1st to 6th.
1918. Styles are now on display.

ALLIED WALLPAPER INDUSTRY

Central Office, 160 Madison Avenue, New York

TYPICAL OF THE COPY TO APPEAR IN NATIONAL MEDIUMS



NUGENT'S

The elimination of extraneous advertising matter such as millinery, shoes, gloves, Household Dry Goods, etc., makes Nugent's the 100% efficient advertising medium for manufacturers of Women's Ready-to-Wear.

"LET NUGENT'S SELL
YOUR MERCHANDISE"

THE ALLEN-NUGENT CO.
NEW YORK

For the Maker of Shoes—

During the first six months of 1917
The Chicago Daily News printed
more shoe advertising six days a week
than any other Chicago newspaper
printed in seven days. The figures
(in agate lines) are:

	Agate Lines
The Daily News (six days)	176,128
The Tribune (seven days)	151,544
The American (six days)	88,436
The Journal (six days)	60,340
The Herald (seven days)	59,652
The Examiner (seven days)	36,668
The Post (six days)	35,434

Do these figures have any bearing on
your advertising plans for Chicago?

The Chicago Daily News

"It Covers Chicago"

Member of Audit Bureau of Circulations

turers who helped them the most. They sold the goods that were in demand and neglected wallpaper and other lines on which they, themselves, singlehandedly had to bear the entire burden of selling.

The result can be easily imagined. Many dealers did not carry representative stocks of wallpaper. A low order of wallpaper salesmanship had grown up in thousands of stores. The question of price controlled the sale. Retail salesmen got into the habit of showing the cheaper and less artistic grades first. People were allowed to buy paper that did not harmonize with their furniture and furnishings. This is what led to the unwarranted assumption that wallpaper is unsightly. If salesmen had helped buyers to select shades that would not jar the artistic note of the room, this objection would not have existed at all. This neglect was unfortunate because, for several years, many advertisers of home furnishings have taken particular pains to emphasize the importance of harmony in arranging a room. While their own product, in itself, may be capable of giving perfect satisfaction, they realized that it would not always please the buyer unless it fitted into the artistic scheme of the room.

Despite this adverse trend of affairs in the wallpaper industry, those in the business supinely put up with the situation. The association says in a broadside just issued: "Wallpaper has been foolishly modest up to now. It has stood on the side-lines and watched the bouquets handed all around." Of course, the progressive factors in the trade have not been blind to the true conditions. They have felt the need for some sort of promotion that would bring wallpaper into its own, but the trouble has been to get something started. Obviously it was a case demanding co-operative advertising, and experience has shown that such campaigns are hard to organize and are slow in getting under way. Nevertheless, manufacturers in the trade have

long been fondling the idea of a joint advertising effort.

Finally a committee of the Wallpaper Manufacturers' Association was appointed to outline plans. It met in New York in August and laid its proposals before the manufacturers and a body of visiting wholesalers, who were the guests of the former. The plans were enthusiastically received. The manufacturers had previously pledged themselves to finance the advertising and at this meeting it was explained to the wholesalers how they could render assistance. They responded generously.

The advertising is to appear over the name of the Allied Wallpaper Industry, which represents both the manufacturers and the jobbers. At present there are 125 concerns in the United States and Canada participating in the campaign and more are coming in right along.

ALLIED CAMPAIGN WILL ENCOURAGE DEALERS TO ADVERTISE

Black-and-white advertisements are to be used this fall, but it is planned to do some color work in the spring campaign. Among the publications on the list are a few class journals, a farm paper, architectural publications, trade papers, etc. Dealers are encouraged to advertise locally. A proposition has been made to 1,000 newspapers, offering them a free mat service, if they will get dealers to advertise on a page. Over 25,000 broadsides, describing the movement, have been sent to retailers in this country and in Canada. Members of the association have been furnished with 200,000 post-ettes to use on their correspondence. Manufacturers' and jobbers' salesmen have been supplied with a portfolio, giving a complete outline of the campaign. These men will explain the scope of the work to the dealers and make every effort to enlist their co-operation. All the loose ends of the drive have been knitted together as closely as possible to the end that every factor concerned in the distribution of wallpaper

will work for the success of the advertising.

The initial piece of copy announces October 1st to 6th as "Wallpaper Week." This idea of naming a certain day or week as belonging to a certain product or commodity or industry has been used repeatedly. It is often criticized, because it is felt that these "days" or "weeks" encourage spurt selling, and withdraw the trade's attention from the well-known fact that only by day-in and day-out effort, from one week to another, can worth-while sales be run up. This, however, is not the purpose of "Wallpaper Week." It is a device to get wallpaper sellers to concentrate on the job that confronts them, and to give them a definite time to get busy, otherwise they might postpone the task. The week marks the opening of the 1918 season, and it is important that all retailers have their openings together. By united action a greater impression will be made, on the consumer. The cumulative effect of every dealer doing the same thing is going to give the buyer a new appreciation of wallpaper.

The copy to be used in this campaign will be educational. The economy of paper will be emphasized. That it makes an all-around satisfactory wall covering will be brought out from every approachable angle. The advertising will be aimed to help the dealers sell the best goods and the most artistic goods; to get people interested in the idea of harmoniously furnished rooms and to get retail salesmen imbued with the idea that the best paper should be sold, where possible, because in the long run it will prove the more satisfactory.

A. E. Lyons, of Boston, is chairman of the association's publicity committee, and H. A. Gould, located in New York, has active charge of all the promotion work.

George A. Warne, formerly advertising manager of Crofts & Reed, of Chicago, mail-order merchandise, has resigned to join the Wade Advertising Agency, of that city.

Joins Editorial Staff of "Hardware Age"

Harold G. Blodgett has left the copy and service department of the Eugene McGuckin Company, Philadelphia advertising agency, to join the editorial staff of *Hardware Age*, New York. Before going into agency work he had been managing editor of the *American Paint and Oil Dealer*, St. Louis, for three years and for an equal period was managing editor of the *Sporting Goods Dealer* and *Toys and Novelties*.

Advertising Women's Winter Plans

The programme of the League of Advertising Women of New York City this season will start with the creation of a newspaper advertiser and a small magazine advertiser and carry the subject on month by month. The selection of mediums, distribution of product, dealer work, the copy appeal—including the illustrations—and the final results as indicated by one, or two specific campaigns that have been placed upon the map, will all come up for study.

Among other subjects which the League will discuss will be Uncle Sam's economy campaign, including advertising to soldiers and sailors; solicitation of advertising; colonization and church advertising, etc.

Kahn and Latzke Associated in Business

Julius Kahn, advertising director of the National Dairy Council, and Paul Latzke, formerly merchandising counsel of Sears, Roebuck & Company, have become associated in industrial organization work under the name of the John Hancock Institute, with headquarters in Chicago. As in the organization of the National Dairy Council, the new firm will specialize in the development of businesses and industries lacking in understanding with the public. While the firm will specialize in copy preparation, it will do no placing, and will work through advertising agencies. The development work of the National Dairy Council will continue through the John Hancock Institute.

Cutler-Hammer in Newspaper Campaign

The Cutler-Hammer Manufacturing Company, of Milwaukee, maker of electrical appliances, is launching an extensive newspaper campaign which opened last week in Syracuse, N. Y. The campaign will advertise electrical household specialties which the company has made for some time, but has never advertised to the public. The names of large distributors will be listed in the copy, and in the selling plan a special effort will be made to cultivate department-store interest.

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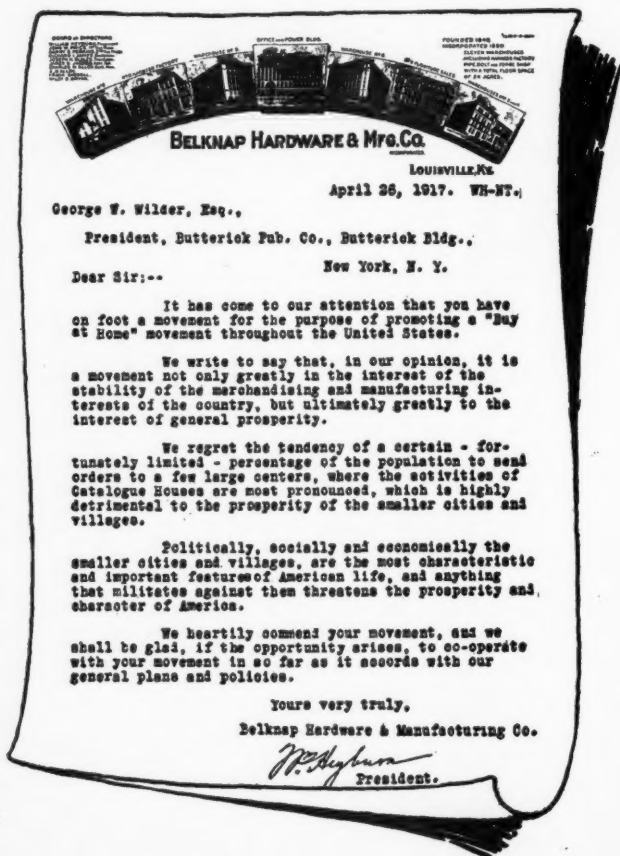
HARDWARE MEN ENDORSE BUTTERICK'S MAIL ORDER EXCLUSION

THE hardware trade is enthusiastic in its approval of the elimination of all mail order advertising from **THE DELINEATOR**, **THE DESIGNER** and **THE WOMAN'S MAGAZINE**.

THE leading wholesale and retail hardware merchants have written us letters of endorsement and are giving their whole-hearted support to our "Buy-at-Home" movement.

IN ADDITION to twenty-two state retail hardware associations cooperating with us, the National Retail Hardware Association, which takes in all state organizations, passed a resolution expressing "its gratification" at their annual convention in St. Louis, June 12.

BELOW is reproduced a letter from the Belknap Hardware & Mfg. Co. of Louisville—one of hundreds from leaders in the trade.



HERE are some of the wholesale hardware firms who have already given their endorsement and support to THE DELINEATOR, THE DESIGNER and THE WOMAN'S MAGAZINE in their exclusion of mail order advertising.

Wholesale Hardware

Hibbard, Spencer, Bartlett & Co.
Chicago, Ill.

Marshall-Wellis Hardware Company,
Duluth, Minn.

Shapleigh Hardware Company
St. Louis, Mo.

Farwell, Osmun, Kirk & Co.
St. Paul, Minn.

The Geo. Worthington Co.
Cleveland, Ohio

Hackett, Gates, Hurty Co.
St. Paul, Minn.

Peden Iron & Steel Co.
Houston, Tex.

Gray & Dudley Hardware Co.
Nashville, Tenn.

Tullis-Gamble Hardware Co.
Montgomery, Ala.

Atkinson-Williams Hardware Co.
Fort Smith, Ark.

F. F. May Hardware Co.
Washington, D. C.

Isaac Walker Hardware Co.
Peoria, Ill.

Tenk Hardware Company
Quincy, Ill.

Brown-Camp Hardware Company,
Des Moines, Iowa

The A. J. Harwi Hardware Co.
Atchison, Kans.

Monroe Hardware Company
Monroe, La.

Anderson & Ireland Co.
Baltimore, Md.

Rice & Miller Company
Bangor, Me.

Morley Brothers
Saginaw, Mich.

Nicols, Dean & Gregg
St. Paul, Minn.

Lee-Coit-Andreesen Hardware Co.,
Omaha, Nebr.

Pacific Hardware and Steel Co.
San Francisco, Cal.

Louis Hanssens Sons
Davenport, Iowa

The Kruse Hardware Company
Cincinnati, Ohio

Montgomery & Crawford
Spartanburg, S. C.

Nash Hardware Co.
Fort Worth, Tex.

The Salt Lake Hardware Co.
Salt Lake City, Utah.

Holley-Mason Hardware Co.
Spokane, Wash.

The Chancellor Hardware Co.
Parkersburg, W. Va.

Edwards & Chamberlin Hardware Co.,
Kalamazoo, Mich.

Smith Bros. Hardware Co.
Columbus, Ohio

Bering Cortes Hardware Co.
Houston, Tex.

Eastern Pennsylvania Supply Company,
Wilkes Barre, Pa.

The Foster Mead Hardware Co.
Huntington, W. Va.

The Griswold-Sohl Co.
Columbus, Ohio

F. W. Heilmann Company
Houston, Tex.

Huey & Philp Hardware Co.
Dallas, Tex.

Interstate Hardware & Supply Co.,
Bristol, Tenn.

Kane & Keyser Hardware Co.
Bellington, W. Va.

King Hardware Co.
Atlanta, Ga.

Moore Handley Hardware Company,
Birmingham, Ala.

Odell Hardware Company
Greensboro, N. C.

Roanoke Hardware Co.
Roanoke, Va.

Louis Hoffman Hardware Company,
Vicksburg, Miss.

Saginaw Hardware Co.
Saginaw, Mich.

Steinman Hardware Company
Lancaster, Pa.

(Wholesale Hardware—Continued)

- W. M. Tatum Hardware Company,** Corsicana, Tex.
Thompson-Miller Hardware Co. Charleston, S. C.
The George Tritch Hardware Co., Denver, Colo.
Weaver Hardware Co. Rochester, N. Y.
Anaconda Copper Mining Company, Butte, Mont.
Blish, Mize & Silliman Hardware Co., Atchison, Kans.
Bloch Bros., Hardware Selma, Ala.
Drake Hardware Co. Burlington, Iowa
Empkie-Shugart-Hill Company Council Bluffs, Iowa
C. H. & E. S. Goldberg New York City
Knapp & Spencer Company Sioux City, Iowa
The Frank Colladay Hardware Co., Hutchinson, Kans.
The Carlin & Fulton Company Baltimore, Md.
Janney, Semple, Hill & Co. Minneapolis, Minn.
Beck & Corbitt Iron Company St. Louis, Mo.
Wright & Wilhelmy Co. Omaha, Nebr.
Supplee-Biddle Hardware Company, Philadelphia, Pa.
Buffalo Wholesale Hardware Company, Buffalo, N. Y.
The Lockwood-Luetkemeyer-Henry Co., Cleveland, Ohio
McLendon Hardware Co. Waco, Tex.
Charles Leonard Hardware Co. Petersburg, Va.
Strevell-Paterson Hardware Co. Salt Lake City, Utah
Greer & Laing Wheeling, W. Va.
Logan Gregg Hardware Company Pittsburg, Pa.
Cutler Hardware Company Waterloo, Iowa
Richards & Conover Hardware Company, Kansas City, Mo.
Oklahoma City Hardware Co. Oklahoma City, Okla.
Weed & Company Buffalo, N. Y.
E. L. Wilson Hardware Co. Beaumont, Tex.
Watters & Martin, Incorporated. Norfolk, Va.
Frusia Hardware Co. Fort Dodge, Iowa
Townley Metal and Hardware Company, Kansas City, Mo.
Russell Hardware Company McAlester, Okla.
Smith Bros. Hardware Co. Columbus, Ohio
H. S. Bettis Hardware Company Paris, Tex.
Richmond Hardware Company Richmond, Va.
A. Deuts & Brother Laredo, Tex.

DETAILED information with regard to our exclusion of mail order advertising as it affects any line of trade in any section of the country will be furnished on request to advertisers and agents.

Butterick - Publisher

The Delineator - The Designer
The Woman's Magazine

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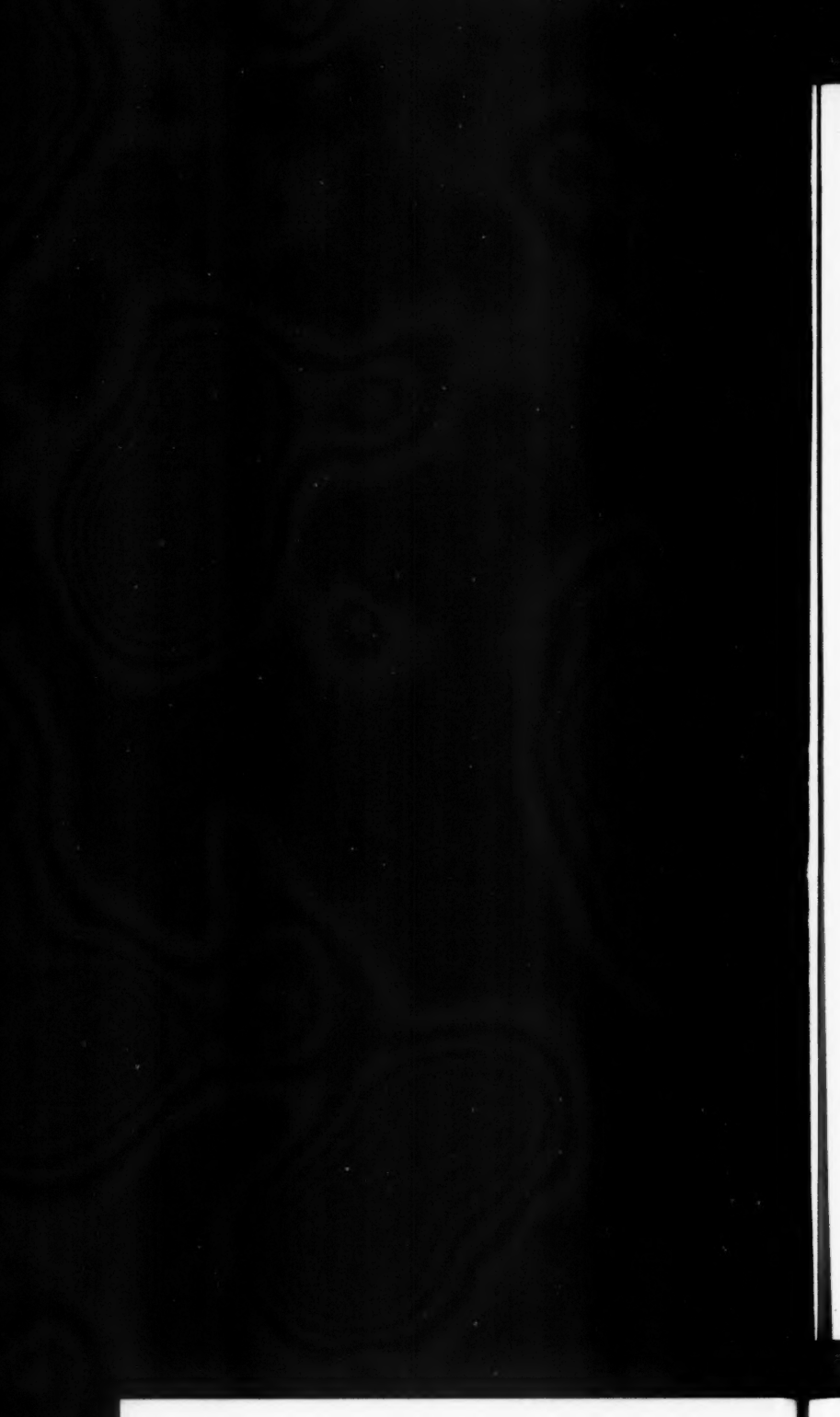
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Different Uses of New Product Appear After Try-Out Advertising

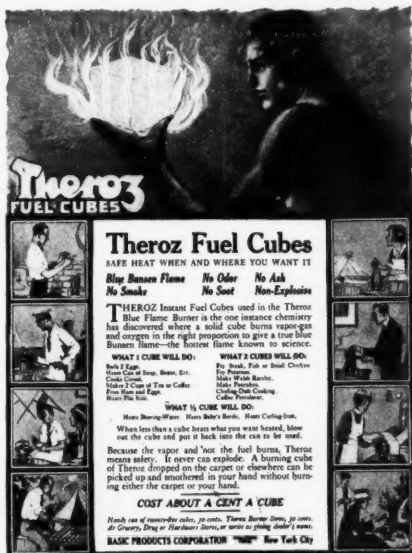
Campaign in Newspapers Will Spread to Magazines Later in Year

MANY an article that was made for a single, or, perhaps, a few uses is later on found to be adapted to purposes that were never dreamed of by the man who conceived it or those who brought it to the attention of the trade through advertising. For instance, after Three-in-One, a lubricant, had been on the market for some time the owners conducted a campaign to discover to what uses it had been put by those who had purchased it. They were astonished at the number of the variety reported. One man declared that he had found it the best hair tonic he had ever tried! Another had applied it to the roots of a sickly plant, which, as a result, soon became strong and vigorous. And then, of course, there is Ivory Soap.

A new product for which great things have been predicted because of the multitude of purposes to which it can be put is Theroz Fuel Cubes, recently put on the market by the Basic Products Corporation, a subsidiary of the American Linseed Co., which has a capital stock of \$33,500,000. It is designed for use when the more common fuels are not conveniently available, and may be described as latent heat in a form that can be handled with absolute safety and that is instantly released when ignited by a flame. The cubes are white in color, about an inch square, and are composed of about 96 per cent of alcohol. They are packed twenty-five in

a small tin box, and are retailed at a net cost to the consumer of a trifle over one cent each. A miniature stove constructed upon the principle of the Bunsen burner goes with the package.

When the Basic Products Company took up the manufacture of the Fuel Cubes its officers knew some of the uses to which the new fuel could be put. For instance, it could be employed to heat water for shaving, or curling tongs; to warm up the baby's milk in the middle of the night without going out to the cold kitchen to do it. People who live in single rooms could employ it to cook eggs and make coffee for breakfast, or warm up soups or other canned foods for supper. It would come in handy at afternoon teas and other functions where



Theroz FUEL CUBES

Theroz Fuel Cubes
SAFE HEAT WHEN AND WHERE YOU WANT IT

Blue Bunsen Flame	No Odor	No Ash
No Smoke	No Soot	Non-Explosive

Theroz Instant Fuel Cubes used in the Theroz Blue Flame Burner is the one instance chemistry has discovered where a solid cube burns vapor-gas and oxygen in the right proportion to give a true blue Bunsen flame—the hottest flame known to science.

WHAT 1 CUBE WILL DO:
Boil 2 Eggs
Heat Cup of Soup, Beans, Etc.
Cook Corn
Melt 2 Cups of Tea or Coffee
Fry Ham and Eggs
Heat the Kite

WHAT 2 CUBES WILL DO:
Boil, Fry or Simmer Chicken
Fry Potatoes
Melt White Butter
Melt Paraffin
Curling Hair-Curling
Cube Paraffin

WHAT 15 CUBES WILL DO:
Heat Shaving-Water
Heat Baby's Bottle
Heat Curling-Tongs

When less than a cube heats what you want heated, blow out the cube and put it back into the cube to be used.

Because the vapor and not the fuel burns, Theroz means safety. If never can explode. A burning cube of Theroz dropped on the carpet or elsewhere can be picked up and smothered in your hand without burning either the carpet or your hand.

COST ABOUT A CENT A CUBE

Handle case of non-corrosive cubes, 30 cents. Theroz Burner (iron, 30 cents). At Grocery, Drug or Hardware Stores, or write to giving dealer's name.

BASIC PRODUCTS CORPORATION "NEW" New York City

SOME OF THE USES ARE SHOWN IN THE COMPANY'S ADVERTISING

coal or gas stoves were not available or desirable.

After the new fuel had been advertised and placed on sale, purchasers found that it could be employed in many other ways. An employee of a typewriter manufacturer was sent to the office of a business concern to repair one of its machines. While at work the man lighted an ordinary alcohol lamp to melt the solder he was to use. In some way the lamp was overturned and its contents, flowing out on the carpet, were ignited by the blazing wick and before it could be extinguished considerable damage had been done. It so happened that one of the bookkeepers had in his desk a can of Theroz Fuel Cubes, and after the fire was out he showed to the workman how such an accident could not have happened had he used the new fuel instead of the alcohol lamp to melt the solder. The latter was so impressed that on his return to the office of the typewriter company he asked that he be supplied with the cubes on the ground of convenience and safety. His request was granted.

A party consisting of four or five fishermen called at a sporting goods store in Fifth Avenue to complete their equipment before going to the Maine lakes. The salesman who waited upon them, showed them some of the uses of Theroz. But the one that appealed to the fishermen most and sold them a supply of the goods was suggested by one of their own number. "What a fine thing those cubes will be to start campfires with," he said.

Actresses have discovered the convenience of the new fuel not only in heating their curling irons but in preparing their make-up. Automobilists on long trips employ it to make a hot cup of coffee without leaving the car. Commercial travelers who are obliged to put up with all sorts of inconveniences in making small towns find their experiences a little more endurable when they have a can of Theroz in their grips.

As the new fuel and burner occupy but little space the outfit ap-

peals to soldier boys who are leaving home for the training camps. They see in it a lot of comfort. Not only will it furnish them the luxury of a hot water shave but it will furnish the means for providing hot cocoa, coffee or tea in cold weather when they return to their barracks after a long duty tour.

WHOLESALEERS BACK THE ADVERTISING

When the Basic Products Corporation became satisfied that Theroz had real merit and practically unlimited uses it decided upon a trial advertising campaign that would demonstrate whether the public would buy it in sufficient quantities to make its manufacture profitable. A single city, Philadelphia, was selected for the try out, and late in August the advertising started in two evening and one of the morning newspapers. The advertisements, which were written by Charles H. Bayer, vice-president and general manager of the company, were two columns wide and fifteen and a half inches deep. At the top of the first was a striking illustration showing a muscular looking giant holding in his hand a flaming cube of Theroz. Below were the headlines: "Theroz Fuel Cubes—What they are and what they will do. Cost about a cent a cube." The opening paragraph of the text read as follows:

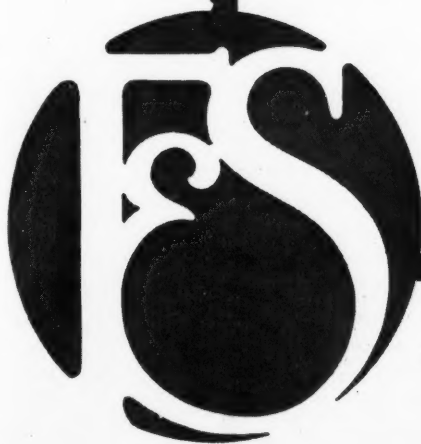
"Theroz Fuel Cubes are about an inch square. By an absolutely new and patented process a liquid is converted into a solid cube (not a paste) which gives a hot intense blue flame. Without smoke, without odor, without soot, without ash and which cannot explode. The cube itself does not burn. It is a vapor-gas emanating from the cube, mixed with oxygen of the air in right proportions that makes the hottest flame known to science."

The ad goes on to assert that Theroz is the most efficient emergency fuel known, is the most economical and is the safest. Then follows an enumeration of

Back of your agency's advertising plan should lie a thorough survey of your business and its needs.

Back of the survey should lie a broad business experience that can truly comprehend your business and its needs.

Fuller & Smith
Advertising Cleveland



what one and two cubes will do.

Before the advertising was started Mr. Bayer had secured distribution of the product through the Wholesale Grocers Sales Company, which is composed of twenty-three jobbers, and a number of the leading druggist jobbers of Philadelphia. The members of the Wholesale Grocers Company gave him the privilege of addressing their salesmen upon the new product so that before the advertising campaign opened they were fully informed as to its selling qualities. Copies of the advertisements that were to appear were placed in their hands in order that they might become familiar with the arguments that were to be used to influence business. As the result of the jobbers'-salesmen's efforts a large number of retailers were stocked with the new product in a very short time.

Three days before the introductory advertisement appeared in the newspapers every retailer in town received a broadside containing an enlarged reproduction of it so that he might be familiar with its contents, and a sales message concerning the company's introductory offer.

When at length the advertisements blossomed forth in the Philadelphia newspapers every preparation had been made to aid them in accomplishing their purpose. The results thus far achieved have been greater, Mr. Bayer says, than he has ever known in his merchandising and advertising experience. The campaign is just being extended to Brooklyn and, later, it will include Manhattan. The national campaign will open in the newspapers and magazines in November and December.

Make Chocolate Products in Brewery

The Fuerst & Kraemer Company, New Orleans, has taken over and remodeled an old brewery in that city for the manufacture of cocoa and chocolate. The major part of the plant will be used in the manufacture of cocoa and chocolate exclusively, but a part will also house a candy factory. It will have its own ice plant and will be a daylight factory.

Visualizes High Prices Farmers Are Getting

Comparative prices received by farmers for various sorts of products are shown graphically in the 1917 edition of the "Standard Farm Paper Year Book," just issued by Wallace C. Richardson, Inc., New York. The chart for each product covers a three-year period, ending either May 15 or June 1, 1917. The upward trend of prices of wheat, corn, oats, hogs, cattle, etc., are shown in a manner that would be impossible by a mere statement of figures.

These charts are a new feature of the book. In addition it contains in its ninety-six pages statistical data relating to crops, farm wealth, etc., that are of value to farm paper advertisers. All of this information is classified under convenient heads so as to be readily available.

Prosperity of National Biscuit Company

In forsaking its policy of holding to fixed selling prices in the face of higher costs of raw materials, the National Biscuit Company has apparently benefitted the owners of its stock very materially. Last year it advanced prices to keep pace with higher cereal costs, and again in the spring of 1917 made a further increase of 20 per cent. Thus far this year better net profits are indicated than prevailed in 1916, and it is predicted that for the fiscal year ending January 31, 1918, common share profits may go to 11 per cent. Last year the profits were equal to 9.72 per cent on common, and in the 1915-16 period 8.19 per cent.

Chinese Tea Merchants to Advertise in America

The China Tea Company, Ltd., has been organized in Shanghai for the purpose of dealing direct with American tea consumers. The new company has five registered brands of tea to offer in quarter, one-half and one-pound packages, all of which are to be packed in China and distributed from there in the original packages only.

The Chinese tea merchants of Shanghai think that they should display greater activities in promoting the sale of Chinese tea, and to that end an advertising campaign featuring the small package is being inaugurated.

Atlanta Agency Change

The Lewis-Seabrook Company, advertising agency, of Atlanta, Ga., has been succeeded by the firm of Lewis & Coffee. W. B. Seabrook has withdrawn from the company to enter the manufacturing business, and is succeeded by Frank E. Coffee, who has been manager of the Atlanta branch of the Western Newspaper Union.

Opportunity Knocks!



**Tell It to
Cleveland—**

**Sell It to
Cleveland—**

WHY waste money or words? Get right down to *selling*. Go after people who *have money* to spend and an inclination to *spend* it. Such people are *best* reached through the Cleveland Plain Dealer.

*Plain Dealer advertising per line per
thousand costs less today than at any
time in the Plain Dealer's history!*

**Guaranteed Net
Paid Daily Over
175,000**

**Guaranteed Net
Paid Sunday Over
200,000**

The Plain Dealer

First Newspaper of Cleveland, Sixth City

*Western
Advertising Representative:*
JOHN GLASS
Peoples Gas Building, Chicago

*Eastern
Advertising Representative:*
JOHN B. WOODWARD
Times Building, New York



Increasing Sales thru high class Motion Picture advertising—

A message to national advertisers from the Universal Film Manufacturing Co.—Largest manufacturers and distributors of films in the Universe.

INCREASING the sales of merchandise thru the medium of moving picture advertising is today riveting the attention of the largest manu-

facturers and business concerns of the country.

Altho moving pictures as an advertising medium are familiar to most national advertisers in a general way, the details and the vital factors necessary for the really successful promotion of sales thru this art are not fully understood, particularly that branch that comes under the head of **DISTRIBUTION**.

A great many claims and much elaborate literature have been sent out to large national advertisers, by "fakirs" and "fly-by-night" advertising film companies with the result that the standing and prestige of this high class form of advertising has been disparaged.

But from this maze of empty claims and glittering promises of big results by the "fakirs" and "fly-by-nighters" has evolved a new epoch in the producing of industrial film advertising, bringing it back to the position it should naturally occupy by virtue of its real worth and tremendous power when properly handled and rightly promoted.

This evolution has come about in the most natural and logical manner, worked out by the falsity of the statements of the fakir with regard to the **DISTRIBUTION** of the advertising film as promised.

Moving Picture Theatre Owners and Exhibitors throughout the country are "wise" to the "fakir's" advertising film,

usually a thinly veiled attempt to put over an ad in the form of a story in pictures. Thus the Exhibitors themselves have squelched the "fly-by-nighter."

Promoted along legitimate and original lines such as are incorporated in the plans prepared by the Industrial Dept of the Universal Film Mfg. Co., the advertising film finds a natural and healthy outlet.

With a true understanding of the tremendous advertising power of the legitimately handled moving picture advertising film, it has won the praise and support of such organizations as The Association of National Advertisers and The Advertising Clubs of the World as well as scores of large representative institutions.

It has been proved by exhaustive research that more than 13,000,000 people visit moving picture theaters daily in the United States alone.

It has been further demonstrated, within the past two years that the public in general welcome the exhibition of a production which shows in a skillful and high class manner how nationally advertised goods are manufactured, distributed and consumed.

We have prepared and ready complete data covering any business, institution or concern interested in increasing and promoting sales thru this method of advertising

National Advertisers are invited to communicate with us. Conferences arranged by appointment.

INDUSTRIAL DEPARTMENT
UNIVERSAL FILM MFG. CO.

CARL LAEMMLE, President

*Largest Manufacturers and Distributors
of Films in the Universe*

1600 Broadway - - - New York City



61 $\frac{2}{10}$ % Own Homes

AFTER all, home-owners are the backbone of the country and the life blood of trade. Sane and sensible, they form an intelligent audience that hearkens attentively to the sales story of worth-while products.

When we tell you that 61-2/10% of the readers of EXTENSION MAGAZINE own their homes we can give no more clinching proof of the calibre of the circulation of "the world's greatest Catholic national monthly."

Buyers of every sort of product, investors, home builders and *home-makers* are to be reached in *greatest quantity* at *lowest cost* through the advertising columns of their favorite magazine.

Last Chance

Advertisers placing definite orders before October 5, will be entitled to old rate up to and including October, 1918, issue.

EXTENSION Magazine

The World's Greatest Catholic National Monthly

F. W. HARVEY, Jr.
General Manager

LEE & WILLIAMSON
Eastern Representative

JAMES K. BOYD
Advertising Manager

GENERAL OFFICES

223 West Jackson Boulevard, Chicago, Illinois

Eastern Advertising Offices

Flatiron Building, N. Y. City, N. Y.



Plans Laid Out for Liberty Loan Publicity

Great Reliance Is Again Placed Upon the Private Advertiser's Generosity in Donating Space

THE Liberty Loan Committee of the Second Federal Reserve District, New York, is making thorough preparation for the work ahead of it in disposing of its quota of the new bond issue. As the publicity department is regarded as of vital importance in arousing public interest in the loan and in promoting the sale of the bonds, special attention has been paid to its organization by Guy Emerson, vice-president of the National Bank of Commerce, who is the director, and who served in a similar capacity during the first Liberty Loan Campaign.

The department occupies 6,000 feet of space on the fourth floor of the Equitable Building, where provisions have been made for supplying the daily and weekly newspapers, the magazines, technical, agricultural and other periodicals information concerning the progress of the campaign, arguments to be used in inducing people to buy bonds, etc. The work is arranged very much in the same manner as in newspaper offices. There is a well-equipped news bureau, a feature service bureau, an advertising bureau and a statistical department, each directed by men of experience and standing who have been taken from newspaper, advertising and banking offices. Joseph Hartigan, formerly Commissioner of Weights and Measures, is assistant director of the publicity department, other assistants being Grosvenor Farwell, of White, Weld & Co., and Foster M. Coffin, of the Carnegie Foundation. John Price Jones, formerly of the New York Sun, but now of the H. K. McCann Co., in charge of the News Bureau, has organized a staff of ten reporters and re-write men who are already at work turning out news stories concerning the new Liberty Loan. Later on half

a dozen more men will be required.

The newspapers are not going to monopolize the attention of this department. Matter is to be prepared by capable editors for the special use of farm papers, women's magazines, literary, trade, and financial publications and the foreign language newspapers. Sunday feature stories duly illustrated will be handled by experts.

James F. Clark, advertising manager of the National Bank of Commerce, is in charge of the advertising bureau. A copy division is being created by W. T. Mullally, of Maclay & Mullally, Inc., advertising agents, who is vice chairman of the Second Federal Reserve District Advisory Board of the A. A. C. of W., Collin Armstrong being the chairman. The space division, under the direction of Bayard F. Pope, of Blodget & Co., will have many attractive features. Leonard Wyeth, of White, Weld & Co., will act as Mr. Pope's assistant.

The feature bureau will have the co-operation of moving picture and theatrical companies in bringing the attention of their audiences to the Liberty Loan.

Liberty Loan circulars are to be distributed among the policy holders of the insurance companies, among depositors in banks, and merchants are to be requested to enclose a circular in every package leaving their stores. Three hundred and twenty thousand stickers for automobiles are also to be distributed.

In speaking to a representative of PRINTERS' INK about the task before the committee in making the loan a success, Mr. Emerson said:

"Now that Congress has refused to make an appropriation of \$2,500,000 for paid advertising nothing remains for us to do but

go ahead without it. The representatives of the different classes of publications, and the advertising agents themselves put up a stiff fight in behalf of the use of paid advertising in floating the loan, but Congress was opposed to an appropriation for this purpose. Secretary McAdoo believes in the power of advertising but he doubted the wisdom of undertaking a campaign which would require the use of every publication in the United States because of the enormous cost.

"Paid advertising will be used in this campaign as it was in the last, but the expense will be met by regular advertisers who will donate some of their space for this purpose. In the last campaign the committee of this district secured 175 pages of advertising in the metropolitan newspapers in this way. We hope to interest societies and organizations of various kinds in the plan.

"Those of us who are engaged in directing the campaign hope that the publishers and the advertising men who gave such earnest and loyal support to the first Liberty Loan will work just as hard and do just as much to make the new campaign successful. If our efforts are instrumental in selling the entire issue within the prescribed time the advertising men will receive due credit. In fact, it seems to me that the advertising men, and I include both agents and publication representatives, have a chance to advertise advertising in the best possible manner. They have an opportunity to demonstrate to the whole world what can be done through its aid. If, through patriotism and loyalty, they give the Government what commercial houses pay cash for, will they not deserve and receive far more credit for their generous act than they would if they had received remuneration for their services?"

The advisory committee of the Second Federal District, which consists of Collin Armstrong, chairman; William T. Mullally, vice chairman; H. H. Charles, George W. Hopkins, F. H. Sis-

son and Lee Olwell, has prepared a number of suggestions for the guidance of copy writers in preparing Liberty Loan advertising matter, which are to be distributed in convenient form throughout the country. Some of them are reproduced herewith:

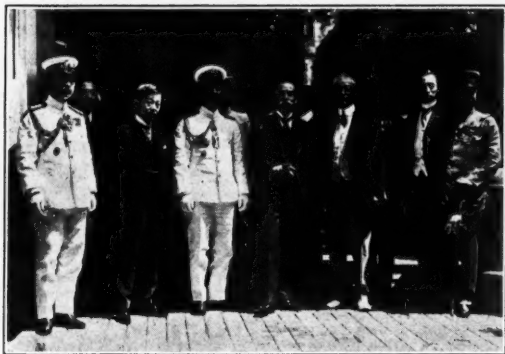
"It has been decided that the advertising appeal is distinctively a business one, and that the patriotic emotion shall only be used to intensify a strong argument—that it is necessary for every business man to insure his future prosperity by subscribing to the Liberty Loan and thus hastening the termination of war."

"Reason-why should be brought into play to show why we are at war—how the stopping of our exports and imports by Germany is not only equivalent to invading our territory but is absolutely stultifying to every class of business and professional enterprise."

"A series of Bond Talks showing the fundamental requisites of an ideal investment under these headings: Safety of Principal—Definite Rate of Interest—Fair Return in Income—Ready Marketability—Acceptable as Collateral—Free of Taxes—Favorable Maturity—Issued in Convenient Denominations—Stability of Market Price"

"The Liberty Bond secures the value of your money. Especial emphasis must be laid on the fact that the shorter the war the fewer the drafts. Complete victory is to be gained by giving the men support. A ringing appeal can be made that there is no such thing as exemption in the United States. Every American has drafted himself to fight—whether at home or abroad. The financial battle is as important as the physical conflict."

"Advertising should in nowise encroach on the news and editorial, but should rather follow, for we have an unusual situation, in that the papers are ready to publish news articles and editorials relative to the Liberty Loan, and we can use the paid space for such matter as we are unable to get in the free space."



THE JAPANESE COMMISSION NOW VISITING THE UNITED STATES

“WE occasionally hear in America of a ‘Japanese Menace’; but it is vague talk. To the Japanese Statesman, on the other hand, the ‘American Menace’ is a thing far more real and immediate.” Read “Japan’s Diplomacy of Necessity” by WALTER E. WEYL in

ASIA

FOR OCTOBER

and you will realize the significance of her great vague enterprise in Asia. A deep insight into the Japan of today is cleverly transformed into a political prophecy of the Japan of tomorrow by a man returned to America only recently.

It is an article characteristic of this timely issue, which brings your attention sharply to the great Chinese-Japanese questions that have aroused the interest of the world’s diplomats for so long a time.

“China Totters On” by RICHARD WASHBURN CHILD suggests a concrete solution for much the same problem; and GARDNER HARDING contributes an article of absorbing interest, “China Enters the War,” showing her contribution of men and material for the success of the Allies.

As an executive, you are entitled to a complimentary copy of ASIA, the new illustrated magazine which has stirred so much comment by the way it describes Oriental affairs from an American viewpoint.

AMERICAN ASIATIC ASSOCIATION
280 MADISON AVENUE, NEW YORK

Show in the Window Display the Reason for Buying

GENERAL ELECTRIC COMPANY
SCHENECTADY, N. Y., Sept. 14, 1917.

Editor of PRINTERS' INK:

While not wishing to start an argument with my good friend Mr. Percy, of the Displays Company, I must take exception to an implication in his letter to you of September 6, a copy of which he was kind enough to send me.

I thoroughly believe in Mr. Rosenberg's PRINTERS' INK article on "Putting Reason Why Copy in the Window Display"—in fact I started this discussion by calling Mr. Percy's attention to the article.

I resent the implication that electric heating appliances are not suited for reason-why argument. In fact, I can think of no product that has not such a selling point—if there be such a product I fail to see how it can be sold.

Now, granting that every product has a reason for being bought, certainly the reason why the reader should buy that product is the best argument to use in persuading him (or her) to purchase. Since everyone will admit that the purpose of every window display is to sell goods, why not put into a window the best argument possible?

It is not necessary to sacrifice the artistic atmosphere that Mr. Percy speaks of to accomplish this. There is room for the selling idea also.

For a spring window display of electric ranges, which would be better—an artistic display of beautifully "dolled-up" ranges or a conveniently arranged electrically equipped kitchen with the headline, "You can cook in comfort this summer"?

The answer is obvious. I feel that, regardless of the nature of the product displayed, unless a sound reason-why selling point is prominent in the window, that window is either a failure, or, at least, falls far short of its possible effectiveness.

F. S. ACKLEY,
Advertising Department.

Milwaukee Agency's New Accounts

The Everwear Hosiery Company of Milwaukee, has placed its advertising account with the Klau-Van Pietersom-Dunlap agency, of that city. The advertising account of the Northwestern Chemical Company, of Marietta, Ohio, manufacturer of automobile specialties, is also being handled by this agency.

Stowers to Direct Gossard Advertising

E. J. Stowers, for three years with the H. W. Gossard Company, of Chicago, maker of Gossard corsets, has been made advertising and art director. Before joining the corset company, Mr. Stowers was for ten years with the Joseph Richards Co., Inc., of New York.

Anderson Joins Curtis Publishing Company

Randall Anderson, sales manager of the Kennedy Manufacturing Company, of Van Wert, Ohio, manufacturer of metal specialties, has resigned to join the Philadelphia office of the Curtis Publishing Company. Mr. Anderson was at one time connected with *Mothers' Magazine*, and also with the Western office of *Good Housekeeping*.

In Sales Department of Winchester Arms

J. D. Chappell has been appointed to the sales department of the Winchester Repeating Arms Company. In last week's issue of PRINTERS' INK the statement was made that he was to be manager of this company. Mr. Chappell has been assistant advertising manager of the De Laval Separator Company, New York.

Charles K. Gross Makes Change

Charles K. Gross, formerly advertising manager of Corliss, Coon & Co., Inc., Troy, N. Y., and more recently connected with the advertising department of the B. F. Goodrich Co., of Akron, Ohio, has been appointed advertising manager of the Kirk Company, Akron, a retail furniture company.

Talbot to Manage "Corn Belt Farmer"

Paul B. Talbot, for the past three years advertising manager of the *Corn Belt Farmer*, Waterloo, Iowa, has assumed the entire management of the paper in the absence of Harry B. Clark, who is a Captain in the U. S. Reserve. He will be assisted by Fred F. Clark, Captain Clark's brother.

Changes Name to Palmolive Company

The name of the B. J. Johnson Soap Company, of Milwaukee, Wis., has been changed to the Palmolive Company. One reason for the change was to capitalize more fully upon the good-will value developing from the company's advertising.

Joins Richard S. Rauh Co.

Fayette A. Billmeyer, who has been associated with the advertising department of the Kaufmann Department Stores, Inc., Pittsburgh, has been appointed director of merchandising of the Richard S. Rauh Company, of the same city.

W. S. French has resigned from the Carl S. von Poettgen agency, Detroit, to become director of sales of the Monarch Governor Company of the same city.

1,750,000 men
women and children
constantly are requiring

New Shoes

in Philadelphia

*The Third Largest Market
in the United States*

DOMINATE Philadelphia, create maximum impression on both dealers and consumers at one cost by concentrating in the Dominant Newspaper, The Philadelphia Bulletin.

"Nearly everybody" in and around Philadelphia reads The Bulletin—practically 100% of the entire potential market.

Net paid average two cent circulation for August, 1917

351,976 Copies
A Day

The Largest 2c Circulation in the East

Philadelphia Bulletin

WILLIAM L. McLEAN, Publisher

New York Office, Dan A. Carroll, Tribune Bldg.
Chicago Office, J. E. Verree, Steger Bldg.

Buying Paper Is a Business In Itself

We know a man who has spent a lifetime in the paper business yet who could not qualify as a Birmingham & Seaman representative. He had a good knowledge of paper but it hadn't been brought down to date.

Keeping tab on the paper situation these days is a business in itself, and there are very few men who are thoroughly posted and able to look ahead with any assurance.

As operators of some of the biggest mills in the country, as exclusive agents for others, and as representatives for many more we have an intimate knowledge of immediate conditions. This knowledge we are always glad to place at the disposal of our customers.

There is a Birmingham & Seaman office in every advertising center. It will pay you well to get our suggestions before deciding any important paper question.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

Continental-Commercial Nat'l
Bank Building

NEW YORK

Fifth Avenue Building
200 Fifth Avenue

St. Louis Minneapolis Buffalo Philadelphia Milwaukee Detroit

Conscription Wins Popular Support Through Advertising

Once More Canada Recognizes Advertising as a Measure of National Defense


THE war has been a ruthless destroyer of both precedents and customs in Canada, and under the spur of its necessities the nation's activities have been forced into efficiency ways. In pre-war days Governmental departments were prone to regard advertising as "infra dig," but the many demonstrations of its power in the furtherance of the work of

The very citadel of Governmental apathy to advertising has now capitulated—the Department of Justice for Canada has commenced an advertising campaign, in big space, to put across the "Military Service Act, 1917," Canada's conscription decree.

The old saying that a man is influenced by his companions seems to have many atoms of truth in it, for surely the Canadian Minister of Justice could not associate with those big advertisers in the Canadian Government—Sir Thomas White, Sir Edward Kemp, Hon. Martin Burrill and others—without becoming enthused on modern advertising. Hon. Chas. Doherty, Minister of Justice, is now a full-fledged advertiser, and his department is placing a well-planned, big-space campaign.

This campaign is to educate the public to the requirements and the operation of conscription. It must do many things in addition to the mere informing as to the terms of the Act. It must sell Canada's liberty to those liable to draft. It must be so worded as to convey the impression that no fear or favor will be shown and that infringements will not be tolerated. In a country where dual language conditions must be met, this campaign must be carefully planned and executed.

The first advertisement, four columns by nineteen inches, broke away from the traditional six-point legal and in a straight-forward way set forth the provisions of the Act—not in the usual legal phraseology but in every-day language easily understood by all



These Men Will Help You Decide

Are you liable to be selected for service under the Military Service Act?

The answer to this question is being made readily available for you. Remember that the first step to be called "liable" only comes between the ages of 18 and 35, both inclusive, who are unmarried or widowers without children. Those married after July 8, 1917, being exempted single for the purpose of the Act.

Medical Boards are now being established throughout Canada. These exempt off-licenses, free of charge and obligation, all men who wish to be examined as to their physical fitness for military service. They will tell you in a very short time whether your physical condition disqualifies you from the call or makes you liable for selection.

It is important that you obtain this information as soon as possible. A certificate of exemption from a Medical Board will secure for you freedom from responsibility under the Military Service Act from any Exemption Tribunal. A certificate of fitness will not provide an appeal for acceptance on any ground.

In order that you may be able to plan your future with certainty, visit a Medical Board as soon as possible and find out if you are liable to be selected. Your family and your employer are interested as well as yourself.

Issued by
The Military Service Council

CANADA FINDS ADVERTISING PROFITABLE, AND IS APPROACHING THE COMMERCIAL STYLE OF COPY

the Government experienced by both Canadian and Imperial Governments, have proved too great an argument to be resisted by pleas of "we never did it that way."

concerned. The different provisions were dealt with under separate sub-heads that invited careful reading.

This "Explanatory Announcement by the Minister of Justice" started off in this vein:

"The Military Service Act has received the assent of the Governor-General and is now part of the law of the land. It will be enforced accordingly, and the patriotism and good sense of the people can be relied upon to support it. Resistance to its enforcement, however, by word or act must be repressed, as resistance to any other law in force must be."

Those three sentences tell the whole story. They tell the people in a diplomatic way that come what may conscription will be enforced. But the neatly-turned sentences clothe the iron hand in a glove of velvet by an appeal to patriotism and duty. In view of the political chaos now existing in Canada, this advertisement, from a Government department which has never employed advertising other than that in the usual legal style, has won for the Government at one stroke the whole-hearted co-operation of almost everybody.

This advertisement is being followed by a serious presentation of what is required of each man liable for draft. The second advertisement urges the men to go before a Medical Board and get examined at once. By suggesting that the men may not be physically eligible for draft all hesitancy is overcome, as those ineligible are relieved of all further obligation while those eligible will have to get examined sooner or later.

Planning Local Liberty Loan Advertising

Every advertising-club president in the United States has received a letter from William H. Rankin, acting chairman of the National Advertising Advisory Board, asking him to accept the local chairmanship in his city. The chairmen will co-operate with the bankers in selling the bonds and help secure publicity and advertising in the newspapers.

Trade Uses of Food Barred in Britain

An official notice recently issued in London calls the attention of the various branches of the textile trade in which size is used, and also of the box-making, printing and allied trades, which are large users of cereals in many of their manufactures, to the wheat, rye and rice, maize, barley and oats restriction orders.

These orders, it is pointed out, prohibit the use, except under the authority of the food controller, of flour made from any of the cereals mentioned for anything but food purposes, and render the offenders liable to prosecution under the Defense of the Realm act. Traders are told that they may at any time be called upon to produce their license authorizing them to use flour, and they may also be required to show their stocks and give details as to past and present use to the police or to an officer appointed by the food controller.

In addition to the cereals mentioned, the regulations apply to users of sago and tapioca flours and cornstarch, and they cover all the uses to which these materials may be put other than for food purposes.

"Save the Wheat" to Be an Insistent Call

The United States Food Administration purposes to enlist the salesmen of all food jobbers in its food conservation campaign. To this end they will be instructed in methods of educating retailers and, through them, the consuming public to save men, fuel, food, energy and materials for war uses. They will make an especial effort to increase the popularity of cornmeal as a wheat substitute and will show the retailers how to make attractive displays of cornmeal, potatoes, beans and other products of which there may be a sufficient supply or a surplus.

An important reformation that these salesmen are expected to help accomplish is the elimination of long credits by retailers. It is pointed out that the waste and loss from this evil can hardly be overestimated.

"Sunsweet" Prunes and Apricots

Fruit growers of California have not yet come to the end of their list of "Sun" products, it seems. To "Sunkist" oranges and "Sunmaid" raisins are now to be added, it is reported, "Sunsweet" prunes and apricots. The formation of the organization to handle the new campaign was announced in *PRINTERS' INK* recently. It is interesting to note that these three campaigns, though engineered by entirely different interests and having nothing in common, serve to reinforce one another and add cumulative prestige to products from California, "the land of sunshine."

Inspiring an Industry to Capitalize Its Opportunities

Three Examples from One Month of Publishing

*Electrical
Equipment
"Lightens the
Labor of
the Home"*



F there ever was or ever will be a time when the manufacturer, the jobber and the retail seller of electrically operated equipment for use in the home could say, "Here is my selling opportunity," that time is *now*.

Domestic help is getting extreme wages. In many localities there is absolutely none of it available.

The usual sources of supply for such labor are being raided by factories, shops, railways and commercial institutions generally.

In hundreds of thousands of prosperous homes, amply supplied with money and accustomed to employ servants, the wife and mother is "doing the work" because help simply cannot be secured.

Electricity employed through washing machines, vacuum cleaners, cooking and heating appliances, small motors for various power applications, can and does enormously decrease the burden of household labor.

Where Central Station power is not available the maker and seller of gasoline engine driven units coupled with storage batteries and switchboards has a golden opportunity.

While many individual concerns in the electrical business are alive to this situation and are exploiting it, the *trade as a whole* has not yet "sensed" it.

To overcome this lethargic condition—to inspire and enthuse the industry to seize this opportunity—and to show the trade *how* to make the most of this unusual selling situation, *Electrical Merchandising* is devoting its September, October and Novem-

*Electrical
Merchandising
is "selling" the
opportunity to
the industry*

ber issues to a comprehensive campaign of education typified by the slogan

*"Lighten the Labor
of the Home."*

Through this campaign the electrical trade will be shown *how* to cash in on this opportunity for increasing sales and profits. Dealers and jobbers will be awakened to not only the immediate but the *permanent* value to their business in taking vigorous hold of this situation.

If any manufacturer of electrical equipment for use in the home, or any advertising agency handling such an account, does not see in this an unusual opportunity for effective advertising through *Electrical Merchandising*, an opportunity to have a representative present the subject in detail would be welcome to the publishers.

The tremendous values which the service of *Electrical Merchandising* is developing for the trade, and for the whole electrical industry in this particular situation, is typical of the service the paper is rendering the industry *constantly* and exemplifies the worth of a *real business paper* to an industry.

Service to the industry—the acceleration of progress in that industry—is indeed the keynote of the policy of McGraw-Hill Publications.

Here is Another Example of That Policy



SEPTEMBER 22nd, the same month in which *Electrical Merchandising* starts the campaign outlined above, *Electric Railway Journal* is publishing an issue in which under the slogan of "*More Service at Less Cost*" the electric railway field will be told in a big convincing way about the revolutionary results which have been achieved by the operation of the "one-man car," with automatic operating and safety appliances.

The evolution of use of the one-man car as that evolution has proceeded, has been

*The permanent
value to the
electrical
trade will be
very great*

*The one-man
car has
produced
revolutionary
results*

Labor costs alone are running as high as 35% of gross expenses of railways

The service of a real business paper speeds up the adoption of new and better methods

faithfully recorded by the *Journal* over a period of years, but being administered as it were in homeopathic doses these data have not affected the conceptions of the industry with regard to the value of this method of operation to the extent that is essential. Furthermore, comprehensive data showing the real values of such operation have only been recently available.

At a time when constantly increasing costs of operation are coincident with fixed rates of fare; and the percentage of labor cost alone is running as high as 35% of gross expenses; and all of this is in the face of a public pressure for more and better service, the railway industry is naturally eager for constructive leadership in the direction of maintaining service at lower costs.

The September 22nd issue of *Electric Railway Journal* "rings the bell" in awakening the industry to this opportunity.

* * * *

Still another leading example of the high order of journalistic service which McGraw-Hill Publications are rendering to the business and industrial interests of the country is the September 15th issue of *Metallurgical & Chemical Engineering*.

In a Field of Marvelously Rapid Growth



OR about fifteen years previous to 1914 the applications of chemical engineering to the handling of metals and the processes of manufacture in many lines had been constantly growing.

In this development *Metallurgical & Chemical Engineering* had been for twelve years a powerful factor.

With the beginning of the war, followed promptly as it was by the cutting off of chemical imports (especially from Germany): chemical research; the establishment of great chemical plants; and the adaptation of chemical processes to production in this country began going forward by leaps and bounds.

New industries were formed, new capital

"A new era in the industrial development of the United States"

More than 200 million dollars new capital has gone into chemical plants since 1915

poured into them by scores of millions of dollars, demands came fast for new machinery and much old equipment was improved and adapted to new processes.

"A new era in the industrial development of the United States" had begun.

Data regarding these new developments were eagerly sought, authentic knowledge concerning the results of new methods was energetically pursued, *Metallurgical & Chemical Engineering* found interested readers in nearly every line of industry. So great had become the journalistic work to be done and so pressing the need for it, that "Met & Chem" had grown to a semi-monthly instead of a monthly paper.

In the Fall of 1915 the first Annual Exposition of Chemical Industries was held at New York. This was a "high spot" in the activities of the field.

"Met & Chem" vigorously co-operated with this valuable educational and commercial undertaking. In 1916 this was repeated. It will be repeated again this month.

And the 1917 Exposition Number of *Metallurgical & Chemical Engineering* is the largest single issue of any technical journal ever published, containing more than 600 pages of advertising, net paid.

Truly the manufacturers who have been vigorously promoting their business in this field have been "swimming with the current." And the end is not yet.



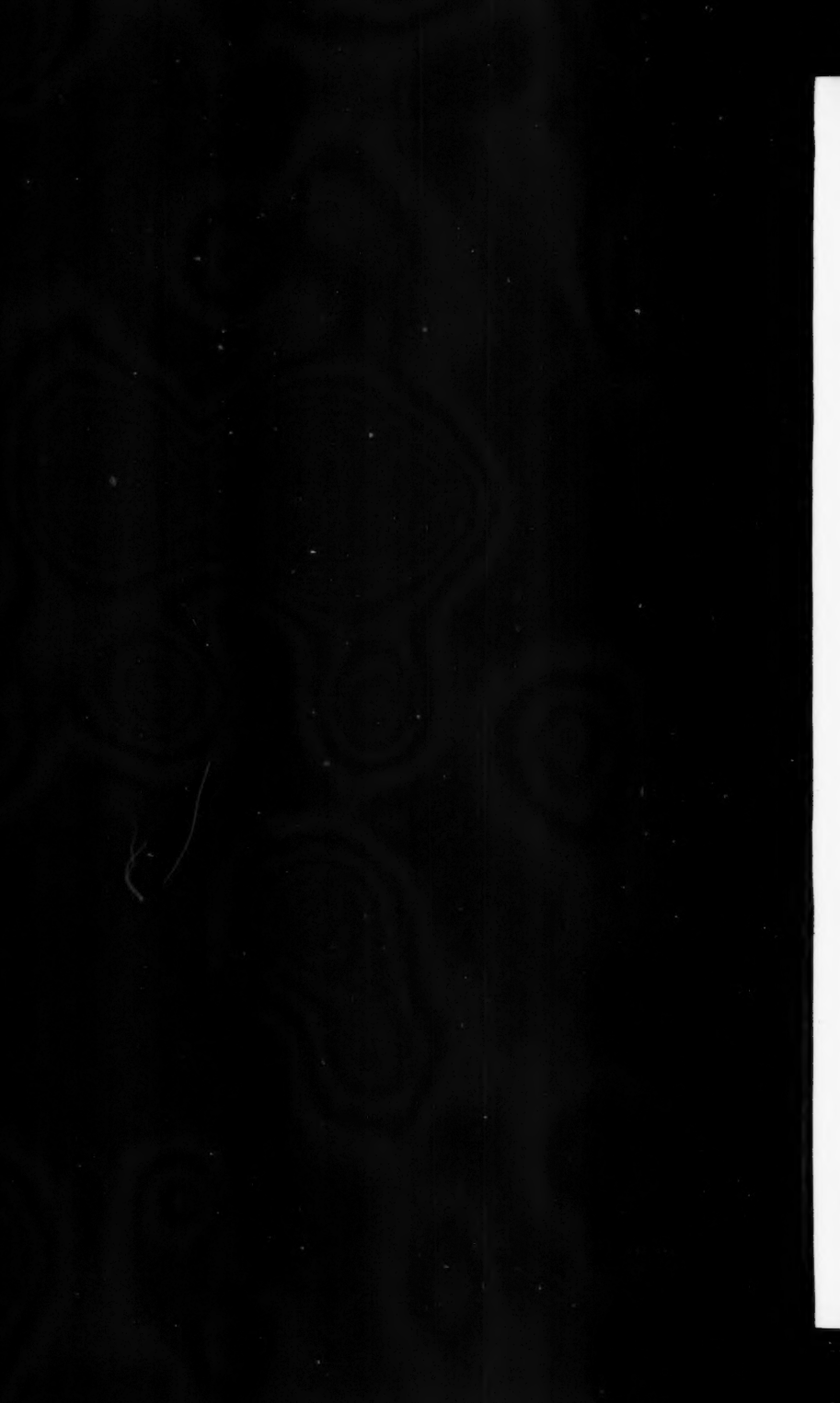
HIS brief review of some of the important points in a single month of operation reflects just a few high lights of the tremendously valuable service which, week in and week out, year after year, is being furnished to those departments of business and industry which are being served by the

McGraw-Hill Publications

(Serve a Buying Power Aggregating Billions of Dollars Annually)

ELECTRIC RAILWAY JOURNAL POWER AMERICAN MACHINIST
ENGINEERING AND MINING JOURNAL ENGINEERING NEWS-RECORD
ELECTRICAL WORLD ELECTRICAL MERCHANDISING COAL AGE
METALLURGICAL & CHEMICAL ENGINEERING

All Members of Audit Bureau of Circulations



Strong Advertising Push for Gillette's "U. S. Service Set"

Capt. McCarthy, of the Company's Selling Staff, Brought Back Information from Mexico Which Guided Making of Soldiers' Razors

MANY advertising managers are striving hard for a basis on which to build a war-time flavor to their copy, while their sales managers are trying just as hard to get Uncle Sam to buy their products for his soldiers. The war, however, has developed a new outlet in this big field for the Gillette Safety Razor that came almost unsought.

The new U. S. Service Set, recently placed on the market by the Gillette Safety Razor Company, was developed by an insistent demand for a compact shaving outfit by the soldiers themselves—not only in America, but all over the world. The recent advertisements of the new U. S. Service Shaving Set, which are being run in a large number of magazines and newspapers, tell something of the history of the development of the outfit.

About a year ago Captain McCarthy, of the company's selling staff, went to the Mexican border with his regiment. While there he found that the troopers did not seem to regard razors as personal property. To take another man's shaving outfit was looked upon as quite permissible, for every one regarded razors as common property. In order to keep an outfit it became necessary for a soldier to keep it on his person. This made a special shaving outfit very popular.

When Captain McCarthy returned from the border he brought back with him an idea, very practical and concrete, of what a Gillette means to a fighting man, and also exactly how such an outfit should be made to withstand the hard knocks of camp and trench life. From his plans and ideas was developed the service kit now being advertised.

The new U. S. Service Set is similar to the company's "Pocket Edition" which has been on the market for years, except that it contains an unbreakable mirror. It has a solid metal case, heavily

Gillette U.S. Service Set It Fits the Kit or the Pocket



You can be the One to Give It to Him

If you have any interest in any man in the Service, don't let him go to the Front without this new Gillette—the U. S. Service Set.

U. S. Regulations require a shaving outfit and every man must bring his own razor.

The Gillette Safety Razor is used by the Regulars of our Army, by the Navy, by the

Marine Corps—by all the Armies and Navies of the civilized world. There never was a razor so exactly adapted to the fighting man—his habits of efficiency, his need for having all his equipment simple and compact.

No Strapping, No Hoisting—and new Blades can be had anywhere in France, England, Russia and Italy.



This is the U. S. Service Set

Designed after three years' Gillette service with the Armies in Europe and our own troops on the Russian, Italian, and Mexican fronts, here's what's new—Gillette Safety Razor, and Blades in Metal Blade Box. Interchangeable French safety razor, the old. Razor and blade box metal case. Cover decorated with national insignia of the U. S. Army and Navy. Size of set complete—4 inches long, 1 1/2 inches wide, 1/2 inch thick. Weighs over to nothing else in its class. Price, \$3.50.

The Gillette U. S. Service Set is a leading specialty with Gillette Dealers everywhere.

Gillette Safety Razor Company

Gillette Safety Razor Company of Canada, Ltd., 73 St. Alexander Street, Montreal

Boston, Mass., U.S.A.

If you have already given, you can send him a Gillette U. S. Service Set by mail. If your dealer does not have this set, send us \$3 and your friend's address, and we will make free delivery direct to his hands from our Paris Office or to any American Consulate from our London Office.

THIS ADVERTISEMENT, IN SLIGHTLY DIFFERENT FORMS,
APPEARED IN A LARGE NUMBER OF MEDIUMS

nickel-plated and embossed with the insignia of the army and navy. It is strong, thin and compact, being only $1\frac{7}{8}$ inches wide, 4 inches long and $\frac{5}{8}$ inch thick. Being of this small size it fits the kit, or can easily be slipped into the pocket.

The regulations of the United States army and navy call for a shaving outfit, which each man has to supply for himself. The small size, compactness and strength of the new Service Outfit have made it so popular that the resources of the Gillette factory are being taxed to the utmost to keep up with the demand, which is daily increasing. Many of the boys at the front who have these sets will probably treasure them afterwards as handsome and durable souvenirs of their experience in the great war.

The advertising copy lays particular stress on the fact that this set is one of the gifts for a soldier that he won't leave behind, and also that new blades can be secured anywhere in France, Italy, England and Russia.

The war has played strange tricks with the foreign trade of many concerns, and it has had a curious effect in the case of the Gillette company. Before the war, in accordance with the regulations of British patent laws, it had a full-fledged factory in England, and most of Continental Europe was supplied from that country. The company also maintained a small factory in France.

The war changed all this. The English and French factories were automatically closed when the managers and all the workmen were called to the colors.

New selling agencies and plans for covering Europe had to be developed. Today the European demand is all supplied from this country, and strange to say, the war, instead of diminishing, has vastly increased the sales abroad. The French soldier may be a *poilu* (hairy one) but he is becoming more and more insistent in his demand for a safety razor just the same. It is keeping the Gillette factory in Boston taxed

to its utmost to keep him and his British, Italian and Russian allies shaved and satisfied. Of course, the German trade fell off as the embargo was tightened, and now it would be treason to deal with an enemy, even if possible.

Before the war Gillettes were sold in Russia through an agency which obtained its supplies from the British factory. That plan had to be changed, and now all are sent to Russia direct from America. They go via the Pacific to Port Arthur, whence they are forwarded by the Siberian Railroad to Russia.

In pre-war days the annual sales in Russia amounted to about 10,000 sets in all. Today the Russians absorb many times that number of sets in a year. Last February a single shipment was sent to Petrograd that consisted of 25,000 razor sets and 3,000,000 blades.

The war has increased tremendously the demand for the pocket edition set in a metal case because army and navy men have found it the most convenient, and because it stands the racket of hard usage. Many orders for sets have come direct to the company from America and foreign soldiers now at the front, and in almost every instance the call has been for the pocket edition.

Strange stories have also come from France, telling of soldiers whose lives have been saved because they were carrying Gillettes in their blouses when struck by bullets or fragments of shrapnel. In some instances these stories have been corroborated by photographs or mutilated sets. This makes it seem probable that it is not only on the Mexican border that troopers regard a razor as common property, and that the only way for a soldier to keep one is to carry it with him all the time.

While the Service Set is selling like wildfire, the sales of the other Gillette sets have not fallen off at all. It would seem that the increasingly high cost of living has made many civilians take to self-shaving as an easy method of saving money.

1,400,000 Feet To Be Shod

There are over 700,000 members of the Y. M. C. A. in North America alone. Every one buys shoes—several pairs a year. Every one wants to get the best for the money he spends and there is a large percentage that can and do buy the higher priced grades of shoes.

This field holds not simply possibilities, but *actualities* for you manufacturers of men's shoes. And there is one best way to put your proposition across. That is through the advertising pages of Association Men, the official organ of this "greatest men's club in the world."

Association Men has a *following*—men who believe in it because it is *their* magazine both for special organization news and general world-interest subjects.

In its new size, 8¼ inches by 11¼ inches, giving a display page 7 x 10 inches and with its new features, Association Men is a more popular, more influential magazine than ever before. The rate is 40 cents a line, \$168 a page.

The readers of Association Men should see your fall advertisement before the snow flies. Make a space reservation *now*.

ASSOCIATION MEN

A. P. OPDYKE,
Advertising Manager



124 East 28th Street, New York

JAMES I. PECK,
Eastern Representative



HARLEY L. WARD,
19 S. LaSalle Street, Chicago

New York "Times" Does Not Believe in Government Advertising

In Editorial Columns States Reasons For Its Belief Against Bond Advertising

RECENTLY the New York *Times* published an editorial arguing against the use of paid advertising by the Government in connection with the campaign to sell Liberty Bonds. Herbert S. Houston, chairman of the National Advertising Advisory Board, made answer in a letter which the *Times* published. On September 24 another editorial on the subject appeared, which is reprinted herewith.

ADVERTISING THE BONDS

"By publicity, exhortation, and the appeal to patriotism the American people will be moved to subscribe for the whole and more than the whole of the issue of bonds which the Secretary of the Treasury is soon to announce. Paid advertising properly may be and will be one of the agencies of publicity and appeal, but the advertising ought not to be ordered or paid for by the Government. Mr. Herbert S. Houston, Chairman of the National Advertising Advisory Board, in his very interesting and able letter to *The Times*, published in our issue of Thursday morning, argues that because patriotic bankers, merchants, and business men, laboring in behalf of the first war loan, paid for many columns of advertising in leading newspapers throughout the country, advertising which Secretary McAdoo declared was of 'immeasurable value in making a market for the Liberty Bonds,' therefore the case is made out for bond advertising as directly ordered and paid for by the Federal Government. Mr. Houston assumes that *The Times* had overlooked this private advertising. Not at all. We made no reference to it in our presentation of the case against Government advertising, since it is an unrelated matter, and justification

for the one cannot be inferred from the success of the other.

"The objection to Government advertising of the bonds remains insurmountable notwithstanding Mr. Houston's ingenious device of a disinterested, nonpolitical, expert advisory board, which would put 'all its experience and knowledge, without cost, at the disposal of the Government in selecting mediums that might be decided on.' The 'mediums' would be 'selected.' That is discrimination confessed at the very outset. Yet the appeal is to be made to all the people, and the money of all the people is to pay the bill. If Mr. Houston and the Government imagine that the transaction can be carried through without well-grounded dissatisfaction and complaint from the 'mediums' discriminated against, both are mistaken.

"In such a matter the Government cannot discriminate, not even if it shelter itself behind a board of expert advisers. All the newspapers in the country would be justly entitled each to its share of the advertising fund. From the point of view of the private advertiser, the best advertising mediums are in the North. Would Southern members of Congress view with smiling complacency the withholding from Southern newspapers of practically all the money they had appropriated for this use? The Board, of course, can ignore politics. The Administration cannot.

"Besides, every little village newspaper in the country is an excellent medium for advertising bonds that the Government hopes will be widely distributed among all the people. It is to men with fifty dollars, a hundred dollars, or a few hundreds that Mr. McAdoo hopes to sell the bonds. The small paper reaches the small investor.

Long-Established LEADERSHIP

Long-established leadership in its field is often said to add to the rate per line per thousand advertising value of a newspaper.

In Cleveland, Ohio, circulation leadership has been with The Press for more than twenty years.

Latest available figures show that The Press had double the Home-Delivered, Home-Read Circulation of any other Cleveland daily paper; four times that of the other evening paper, and 70 per cent more than that of both morning daily papers combined. (Morning papers now consolidated.)

For many years The Press has also maintained leadership in Local Display Advertising, publishing more lines in six days per week than any other Cleveland paper published in seven issues per week. (The Press has no Sunday issue.)

In the first eight months of 1917 The Press published, in six days a week, 1,446,970 lines more of local display advertising (31.8 per cent) than any other Cleveland paper published on the six week days, and 563,234 lines more (12 per cent) in its six week-day issues than any other Cleveland paper published in its seven issues per week.

*The Press leadership in Cleveland
is plain and long-established*

The Cleveland PRESS

No Camouflage Here!!!

A man is known by the company he keeps—a newspaper by its advertising.

In the advertising columns is found the key to the character and worth of the readers of a newspaper.

Editorial excellence only presupposes the class of reader. Advertising proves it.

Now let us apply this test to THE SUN, whose editorial excellence among New York morning newspapers is conceded by everybody.

Examine the record for the past eight months and you will find assembled in its columns a remarkable list of those high-grade advertisers whose presence in any newspaper establishes the quality and buying power of its readers.

The Six Quality Tests

1. Automobiles

In the first eight months of 1917 THE SUN carried 487,482 lines of display automobile advertising, leading all New York newspapers with but one exception, and beating its next competitor by 74,542 lines.

2. Financial

In the month of August THE SUN gained in financial advertising more than all the other morning papers combined.

3. Publishers and Books

THE SUN leads all New York papers in **Gains** in this class, almost doubling the gain of the nearest paper, and beating its own record for the same period of 1916 by 71,439 lines.

4. Schools

THE SUN is the leading advertising medium for this class. It printed more school advertising during the month of August, 1917, than any other New York newspaper.

5. Real Estate

In the first eight months of 1917 THE SUN gained 17,260 lines of Real Estate advertising—all other morning papers showed heavy losses.

6. National Advertising

Experts place this class of business. They are keen space buyers. Their selections may well be taken as a barometer of newspaper values. THE SUN led all morning papers in **Gains** for the first seven months of 1917, and exceeded its own record for the first eight months by 217,337 lines.

The Sun "NEW YORK'S MORNING NEWSPAPER"

If the Government is to pay for the advertising, impartial recognition of merit, business principles, and political prudence will forbid discrimination. The proposed appropriation is \$2,500,000. How far will that go in advertising the bonds in all the newspapers in the country?

"Publicity and appeal will sell the bonds even without any advertising. The press will give its powerful support to the cause, as it did for the Liberty Loan. But if there is to be any advertising, it should be ordered and paid for by private promoters of the bond subscription. The bankers, merchants, the multitude of organizations that will join in the work can again render service of 'immeasurable value' in making a market for the bonds. They can without fear and without reproach 'select' their mediums, they can discriminate, and no complaint will be heard. By these agencies and the loyal efforts of the newspapers in their editorial and news columns the bonds will be sold. But the attempt to employ Government money in any adequate amount for the buying of advertising space would be productive of heartburnings, grumbling, resentment, and, we fear, of much disagreeable scandal."

[Following is the letter from Mr. Houston to the *Times* in reply to the newspaper's first editorial.]

MURRAY BAY, CANADA,
September 15, 1917.

To the Editor of the *New York Times*:

There was more than a million dollars of paid advertising devoted to the sale of the first Liberty Loan, a fact which your editorial in the *Times* of the 13th overlooks. Every line of it was paid for—but not by the Government. In six great bound volumes examples of this advertising, from every one of the twelve Federal Reserve Districts, were brought together and presented to Secretary McAdoo in Washington by the National Advertising Advisory Board, which had been constituted by the Associated Adver-

tising Clubs to serve the nation throughout the war without pay. In telegrams, in letters and in person Secretary McAdoo stated to the Advertising Board that this paid advertising had been of "immeasurable value in making a market for the Liberty Bonds"; he gave it as his judgment that it stood second in service only to the direct personal work of salesmen from banks and bond houses.

Many columns of this advertising appeared in the *New York Times* and in other leading papers throughout the country and the papers were paid their full rates for it. And the Government didn't pay for it. Patriotic bankers, merchants and other business men contributed space in the papers for which they had contracted or they bought and paid for additional space; the New York Stock Exchange carried through a notable campaign of paid advertising; the bill posters of the country, the street car and electric sign advertising interests, the foreign language newspapers generously contributed paid space—the total cost of space for the entire campaign was in excess of a million dollars. Advertising writers and illustrators, largely under the direction of the National Advertising Board, prepared the copy and designs—and all without a dollar's cost to the Government.

In fact, here is the distinction that was made: The Government bought the paper on which the Liberty bonds were printed (at least it has never been announced that paper manufacturers contributed it) but the Government did not buy the paper space on which the advertisements of the bonds were printed. As I have stated, that space was paid for by business men and by business organizations. In a word, a small part of the people did what all the people, through their Government, should have done; for we surely believe, in waging a war for democracy, that the people are the Government—not some of them but all of them.

There are two points strongly urged in your editorial which seem impressive, almost conclu-

sive, but they appear far less formidable when looked at in the light of all the facts, some of which the *Times* could hardly have known. The first is your own point that "it is not going to be necessary to promote the sale of bonds by paid advertising." In the first Liberty Loan paid advertising was used and Secretary McAdoo bears vigorous witness to its great value. It certainly would not be of less value in the forthcoming loan. And it happens that the high degree of value which paid advertising rendered the first loan was fully demonstrated. In Rochester, Detroit and Cleveland, where the advertising was most efficiently done, the number of bond buyers secured, in proportion to population, was far beyond the normal ratio for the country. For example, over 60,000 individual buyers were obtained for the bonds in Rochester, equivalent to a buyer in every family. This remarkable result, far in excess of the average for a city of the size of Rochester, was clearly due to the advertising. The Rochester newspapers gave as much editorial and news support, on which the *Times* properly lays much stress, as did newspapers in any city, the Rochester bankers and business men were as generous of their time and as efficient in using it as men in other cities—but there was something in and through and behind all these efforts, the advertising, with its insistent and continuous call for action. That is the place and function of advertising—on the broad background of news and editorial comment supplied by the press it focuses the mandatory appeal to act. Hoover found this out in his work for Belgium. News and editorial space gave information but the final spur to action was the advertising. This has been demonstrated again and again. The experiences of Rochester, Detroit, Cleveland, among larger cities, and of Joplin, Mo., and of Muncie, Ind., among smaller cities, on the Liberty Loan, are only fresh demonstrations. Mr.

Bonar Law made the same demonstration in England. The press of Great Britain was as patriotic as ours and gave as much attention in news and editorial columns to the various Government loans; but the Chancellor of the Exchequer, beholding the success of advertising in raising the Kitchener Army, made an experiment of advertising in floating loans. The result convinced him so completely of its efficiency and economy that he put advertising, in the eyes of all the world, to the greatest test, probably, that it has ever met. He gave it the supremely difficult task of making a direct public market among the people for the Victory loan of \$5,000,000,000, and that at an interest rate of five per cent when the leading bankers in London gave it as their combined judgment that the rate should be six per cent. Everyone knows that the Victory loan was over-subscribed by more than five million people at the five per cent rate, thus saving the English Government fifty million dollars a year for the period of the loan. The exact cost of the advertising I have not been able to learn but the best available information is that it did not exceed two million dollars, a much smaller selling cost than had ever been known before on a bond issue. What has been done in England can be done here, with an effective, controlled campaign of paid advertising; probably even a greater result can be obtained, for the whole world has long done us the honor to say that our advertising is better done than elsewhere and that the American people read and are influenced by advertising as a e no other people.

The second point on which your editorial lays stress is the statement of Secretary McAdoo, which he made to our Board, that the Government, if it advertised at all, would have to advertise in everything. That at first glance seems to be an irrefutable argument. But it assumes that the Government is unable to discriminate. In fact, as we all know,

(Continued on page 100)

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At Your Service

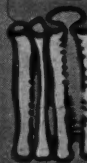
Two modern plants operating day and night. Makers of printing plates that print. Color plates that are true reproductions of the original. Designing, Illustrating and Retouching.

Specimens of our work sent on request

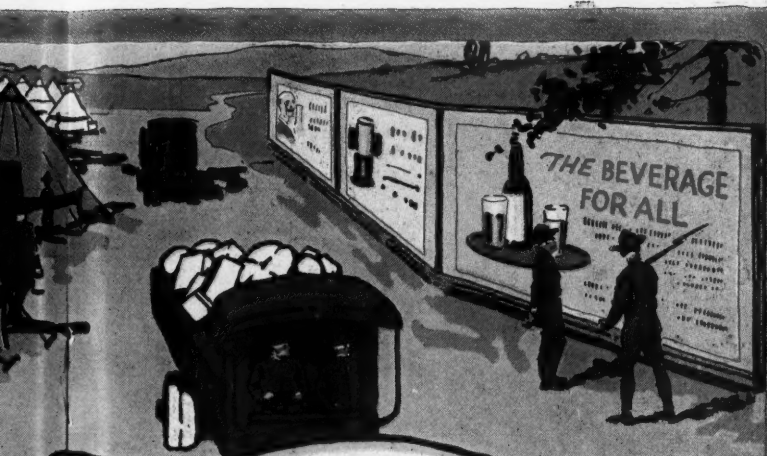
The Sterling Engraving Company

Downtown 200 William Street Tel. Beekman 2900
Uptown 10th Avenue & 36th Street Tel. Greeley 3900

Plates for advertisement of Poster Adv. Co., shown on following pages, were made in this shop. Ask this satisfied customer what sort of service we render advertisers.



POSTER ADVERTISING



POPULARIZING A BEVERAGE

MANY beverages will be marketed within the next few months to fill the ever-increasing demand.

Few producers of non-alcoholic drinks have given careful consideration to the future building of a trade-mark.

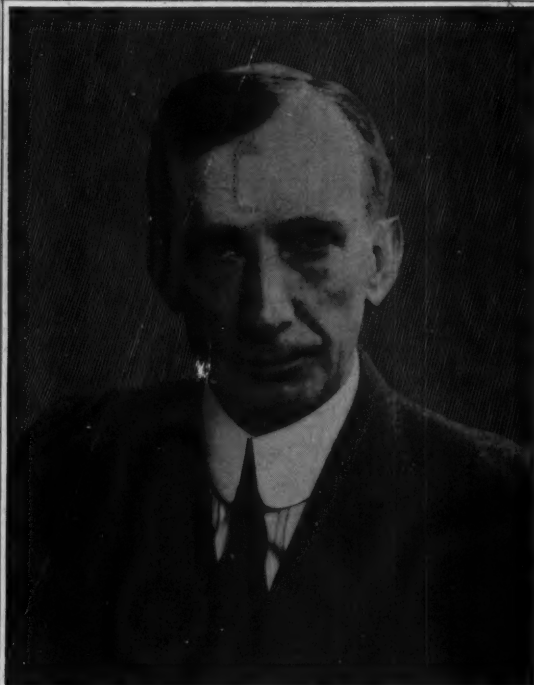
Poster advertising can economically popularize a trade-mark, and will secure or add to your distribution in any section of this country or Canada.

The practical service we are able to render is certain to make your poster campaign successful.

★ ★ ★ ★ ★

Figures with particular respect to the cantonments have been compiled by our Statistical Department that will be interesting to a number of advertisers. A request on your letter-head for specific information will receive immediate attention.

RTISING CO. INC. 511 FIFTH AVE. NEW YORK CITY.



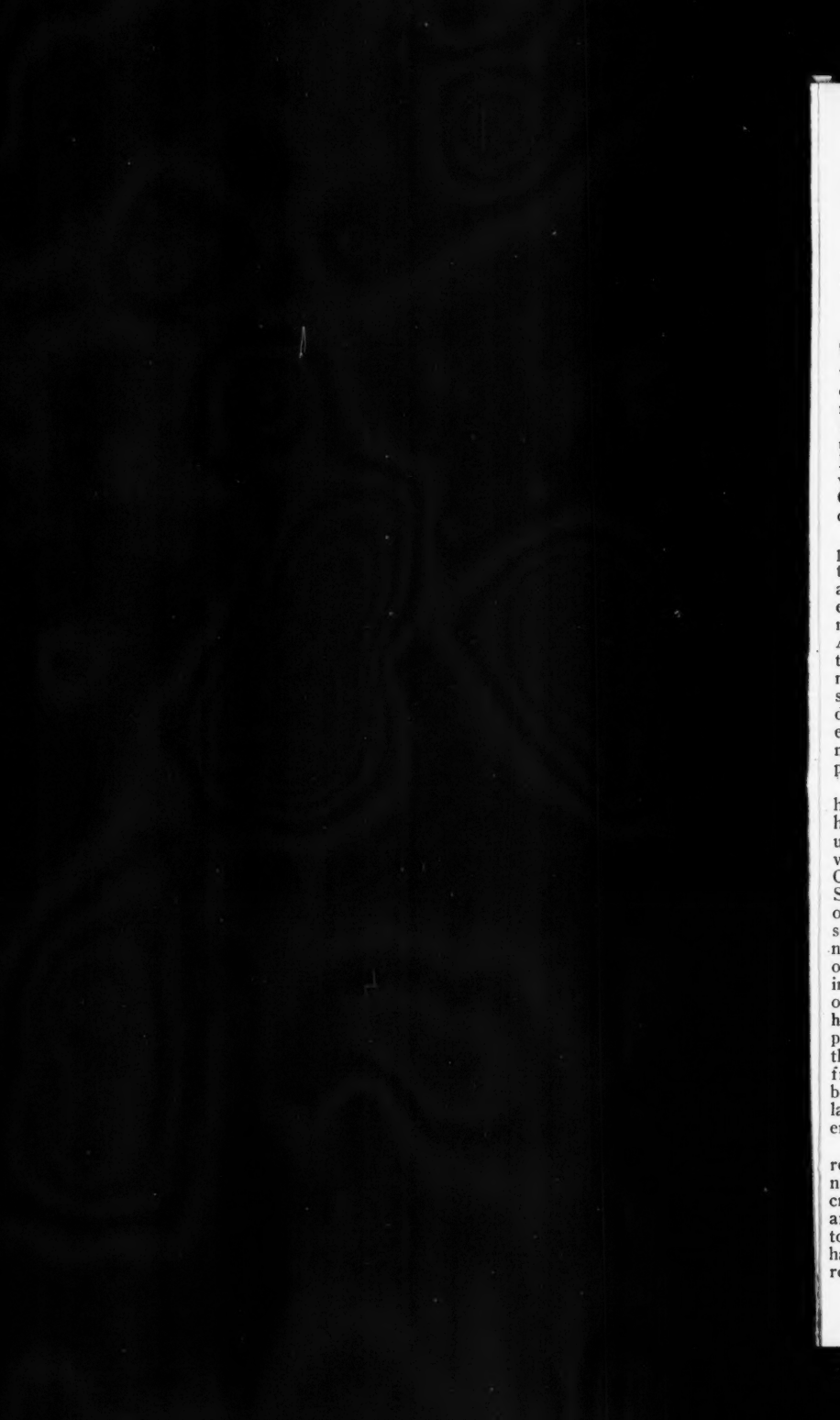
BUILDERS *of* AMERICAN BUSINESS

T. R. PRESTON, PRESIDENT OF THE
HAMILTON NATIONAL BANK OF CHATTANOOGA

"Through SYSTEM I get the benefit of the best
business methods which have been successfully
tried out by other business men."

A handwritten signature in dark ink, reading "T. R. Preston". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

NUMBER CIX in the series of portraits of readers of SYSTEM



War Market Gone, Canadian Packers Turn to Advertising

British Embargo on Canadian Bacon Forces Packers to Find New Markets

GREAT BRITAIN has placed an embargo on the importation of Canadian bacon and other meat products. The only meat products being exported from Canada are those sent out under a special license from the British Government, the provisions of which are so strict that Canada's meat exports have fallen off about 75 per cent.

Before the war, Canada exported great quantities of meats to England. This was doubled and tripled when the British Government began buying Canadian meats for the army and navy. Additions were made to most of the Canadian packing establishment and the packers, generally speaking, were indifferent to the domestic market, bending all their energies to meet the insistent demand in England where higher prices prevailed.

Now, without warning, England has stopped buying and is prohibiting the importation except under conditions which make it very speculative for the packer. Considerable amounts of United States meats were being shipped on Canadian account and being sold in England as such—Canadian houses maintaining branch offices in New York or elsewhere in the United States to take care of this export trade. This trade has ceased and United States packers are now exporting on their own account, as they have free access to the British market because of the credits given England by the United States Government.

It is officially stated that the reason for the embargo on Canadian products is the lack of credit. How long this state of affairs will be permitted remains to be seen. Sir Thomas White has been conferring with the representatives of the Canadian

banks and it is unofficially stated that a credit of \$75,000,000 will be established to finance the purchases of the Imperial Government in Canada.

Meanwhile, Canadian packers have not been letting the grass grow under their feet, but have been investigating the domestic markets with the view of increasing the domestic consumption of their products. The demand for the by-products can be developed by advertising, it is quite openly admitted, but the primary problem is to find a market for the basic products—dressed meats, bacons, hams, etc.—which make the by-products possible, and which must be disposed of at even cost or above, in order to make the whole business profitable.

THE FOREIGN MARKET IS STILL ATTRACTIVE

One of the larger exporters is confident that a market can be developed in Canada, itself, big enough to absorb the products in the volume recently exported. To this end advertising will be employed. Much, however, depends upon the rapidity with which the Canadian Finance Minister succeeds in raising the embargo. Should this be accomplished within a few days the packers will find it easier to get back into the export market than to increase Canadian consumption. Yet, on the other hand, the packers have seen the handwriting on the wall and it is doubtful if they will be caught napping again.

One exporter said: "It is just like selling your output to one buyer and then having that buyer stop buying. No matter what your output may have been you find your business cut clean off and you are forced to quit or find new customers. That's our predicament. We've got to get more

Three operations in one—the tractor
hulls a harrow, roller, and drill in tandem.



Good Service Is Appreciated

Well satisfied with the large number of inquiries received as a direct result of advertising in *Power Farming*, and more particularly pleased with the service given us by this paper. We consider them live wires who are willing to get behind any advertiser and make the advertising pay.—

U. S. Graphite Co.

We appreciate the proof of your circulation and the good set-ups on our various ads.—Grand Detour Plow Co.

Sound sales advice and market information is part of the service. Excellent typography comes from *Power Farming's* own big publishing plant; good stock and careful makeready give halftones a chance; modern makeup insures good position.

You get service as well as a rich market when you use *Power Farming*.

**Not The Largest Farm Market
—But The Richest**

POWER FARMING
St. Joseph, Michigan

NEW YORK

CHICAGO

Barnhill & Henning
23 E. 26th St.
Mad. Sq. 5064

Joa. A. Buchanan
Marquette Bldg.
Randolph 5527

Member A. B. C.

POWER FARMING

customers—even if we do get the big buyer back." It is quite apparent from the attitude of the packers to-day that considerable effort will be put forth now to develop domestic business as a means of protection, even in the event of the re-establishment of unrestricted exporting. Already campaigns are under way for some of these packers and in one case it is almost certain that big advertising will be done in any event.

It is quite possible that the packers' publicity will be directed two ways: to lower prices of live hogs and to increase consumption of meat products.

Ill Wind Blows Fair for Electric Vehicles

The Federal appeal for the conservation of gasoline has given the electric vehicle an opportunity, and the Edison Storage Battery Company, which is naturally interested in the development of this business, is using copy in the electrical papers intended to arouse central stations and others to the possibilities of the situation.

"Stop the waste—Win the War," was the caption of a recent page announcement, which continued: "The war is going to be won by the application of economy and efficiency to the industrial life of America. We must conserve labor. We must eliminate waste.

"The last dollar, the last gallon of gasoline, the last company of soldiers may decide this war.

"America is determined that the last dollar will be American, and that the last gallon of gasoline and the last deciding man will come from America.

"Now it is very important that we save fuel oil. Uncle Sam is going to control the gasoline supply, and we must economize in its use. It is quite in keeping with the overturning of precedents and the great change in economic conditions brought about by the war that the electric commercial truck has come into its own. Not only is the electric immune from war's demands, but in its field it is more economical and reliable than the gasoline truck."

Representatives Club Announces First Meeting

The first meeting of the season of the Representatives Club, of New York, will be held on October 1 at the Hotel McAlpin at 12:30 o'clock.

The meeting will be addressed by W. A. Patterson, of the W. A. Patterson Company, Inc., New York, and Captain David Fallon, lately of the British Army in France.

The Big Guns are Booming

and making things hot for themselves and us. It is still necessary to let it be known that we are in business *and booming, too.*

The United States is going to be a big buyer, but there are others. Do the others know that you are alive? *If not*, then get busy right away. It is a sin just to sit in your doorway and expect customers. If you have a good man on the job we can assist. If you have no one, we can work with you and save no end of your time, having artists in all lines of printing.

Process Color Work

Drawings -- Plates -- Printing

HOUSE ORGANS edited, printed and mailed; CATALOGUES prepared, printed and mailed; MAGAZINES printed, bound and mailed.

CHARLES FRANCIS PRESS

Established 1894

Printing Crafts Building

8th Avenue and 34th Street, New York City

Telephone, 3210 Greeley

Printing Presses FOR SALE

The Magazine and Picture Sections of Sunday's New York Times being now produced in Rotogravure, the machinery formerly used to print those sections is offered for sale. The equipment is as follows:

One Cottrell Rotary Magazine Press, with Double Flat Delivery

Size 46x66 inches, 16 7-column newspaper pages delivered in two 8-page sheets, 33x46 inches; sizes of paper roll, 46 inches.

Speed—6,000 8-page papers per hour.

Equipped with 15-horsepower Crocker-Wheeler motor and Kohler push button control, shifting and traveling tympan, tympan winder and motor.

Extra ink rollers and delivery trucks.

One Cottrell Rotary Magazine Press, with Flat Delivery

Size 33x46 inches, eight 7-column newspaper pages; speed, 3,000 8-page papers delivered in sheets, 33x46 inches.

Size of paper roll, 33 inches.

Equipped with 10-horsepower Sprague motor and Kohler push button control shifting tympan, tympan winder and motor.

Extra ink rollers and delivery trucks.

Five Dexter Folding Machines

Size 22x32—36x49.

Equipped with five Dexter automatic pile feeders, also five Dexter automatic pile feeders for side, for folding half sheet in addition to full size sheet.

Capacity 4, 8 and 12 page newspaper sections, 3,000 per hour.

Each machine completely equipped with motors and starting boxes.

For further particulars address The New York Times.

Is Temperament Mostly "Temper"- ament and If So, Why?

This Copy Writer Prefers to Remain Anonymous While Putting Over
a Few Hot Ones on the Agency Boss

By J. P. W.

I N severing my connection with a certain agency some time ago, the man who occupied the Main Seat in the Shop wished me luck and added:

"It's just your temperament that stands between you and me."

Then followed a friendly dissertation as to why my resignation had been promptly accepted. Perhaps, for the first time in my life, I had a clear presentation of myself "as others see us." Summed up, I was "too touchy"—resented suggestions from the non-writing members of the concern and, emphatically, "was *too sure* that my presentations of a proposition were right."

Since the above incident I have shadowed my own actions, as it were, and now come forward to explain things from the copy writers' viewpoint so that we who create may be better understood. Mr. Campbell, in a recent issue, only stated a few observations without giving any reasons why.

Personally, I don't believe in the word "temperament." The first two syllables cover the situation, for the most temperamental copy writer certainly lacked temperament when he first sat down at a copy desk. Alleged temperament, like a mustache, has to be cultivated. Bump your shins and you'll get a bruise. Bump the bruise regularly and it will soon develop into a sore. Then roughly handle the sore with regularity and it will stay sore. What copy writer will say that he doesn't get regularly bumped and bruised in a mental sense?

I could have slapped Brother Campbell on the back for joy when he mentioned (and who knows but that he was stating his own experience) the fact that copy writers resent having what

they write passed on by men "who don't know a thing about advertising." Your real copy writer believes Omar to the letter in his "moving finger having writ." He does not, in his period of incubation, resent corrections. It is only after years of experience—years of learning *how* and knowing *why* that your copy writer gets finely drawn.

It is the environment that works the mischief in all cases, including copy writing. Paderewski would be without temperament if his locks were trimmed off and he was put to husking corn. Men who have been copy writers and advanced to managerial reins usually have no sympathy for the creative men.

SCANT APPRECIATION OF COPY WRITERS' EFFORT

Take the case of the copy writer who has had five or ten years' experience. If he is worthy of the title and a close student (what writers are not?) then it is safe to assume that he understands human nature inside and out, knows the whims of the consumer's mind, high and low—psychology is his middle name—effective layout and type display at his finger tips. Does your average business man study the literature of his trade as does the copy writer his? Every copy writer has his own library of trade. He is a whale for reading advertising articles, reviews and subjects dealing with his art. Watch him open a magazine and see whether he seeks his favorite author or looks through the advertising matter first. He is, first, last and all time ever-absorbing—a pedagogue of publicity. Along comes a manufacturer of What-Nots and decides to increase his busi-

ness through advertising. He goes to an agency—men who make it a business to make advertising pay. Eventually the “dope” is laid before the copy writer for treatment. He may be several days working out the copy idea and layout. He draws on his experience, on his knowledge of human nature, brass-tack marketing facts, distribution problems and so on *ad lib*. Then the copy is ready and Mr. Manufacturer, often as not, metaphorically kicks the copy man on the shins—and keeps on kicking the sore spot. The manufacturer can go to a lawyer for an opinion. He may not like the opinion, but has to accept it. Virtually, he goes to the agency for an opinion and gets it through the copy writer. Because the copy writer has no book of precedents to convince the manufacturer with, he, the manufacturer, thinks he sees the copy man's weakness and proceeds to execute a policy of frightfulness on the copy and plans. Multiply this offense again and again, year in and year out, and you have the answer as to who puts the “temper” in the copy writer's temperament.

The copy writer eventually wraps himself up in a combative mantle. While working out his copy ideas, he is usually lost to other mundane matters. He is nursing his brain child. Under, skilful treatment he sees it blossom and then what—the solicitor who handles the account sees something he wants altered (this from a non-writer), perhaps somebody else in the organization with the authority gets a notion about exercising his prerogative. Finally the advertiser or his manager or several have a slash at the copy. Of course, no man is infallible, and this includes copy writers. Yet ninety-nine times out of one hundred he is right. Picture then for yourself the convulsions the copyman experiences about every so often. He has the knack of expression—knows how to make the text penetrate the epidermis of the consumer, his layout is attractive and calculated to

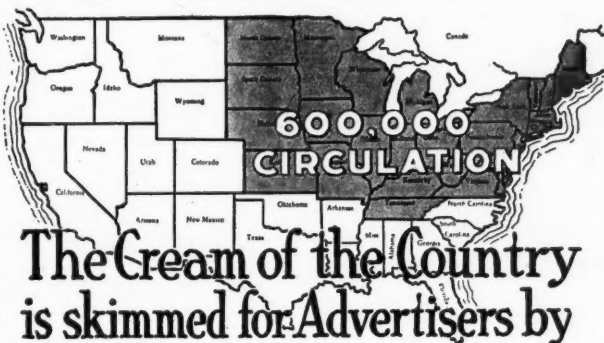
best attract attention. His finished piece of copy is a source of joy to him, at least, until Tom, Dick and Harry have destroyed the idea, often the sense and sometimes the layout with a blue pencil barrage.

Of course, under such circumstances, the copy writer has to chew the cud, for it is *lese majeste*—an unwritten law in every agency—to wander from the “diplomatic stuff” and come out straight from the shoulder. Copy writers are not lacking in spine or they would accept the situation philosophically. It amounts to more than spine—it is a matter of conscience, the desire to give the best founded on what has proved to be the best. When successful precedent is drawn on, clothed to fit the proposition, then it should be accepted wholecloth, just as though it was an opinion from a legal instead of an advertising counselor.

CAN'T BE A SPOKE IN A WHEEL

As for hating the work, I think Mr. Campbell meant that the average copy writer merely “strafes” those who justly invoke his wrath. Every worth-while copy writer loves his work because he is creating, he is exercising both his imagination, which must have exercise, and his knowledge. Advertising today should be classed in Bold Face as one of the Arts. About the only kicks I have ever heard seriously uttered from copy writers is the fact that they have made fortunes for others “and still eating in a beanery.” Business to-day is full of instances where the bright thoughts of advertising writers have turned basement outfits into national businesses. Where copy writers have fathered these business-building ideas they count it in as a day's work, rejoicing in their achievement, and sometimes taking five or ten per week additional salary. This is not always the case, owing to the solicitor taking the credit.

Mr. Campbell briefly mentions one of the sources of irritation that rubs the copy writer's fur



FARM^{AND}HOME

*The National Monthly Magazine of Rural Life
for the Farms and Homes of America*

For two generations the agricultural prosperity of the United States has been centered in the 28 states (the shaded portion of this map above) in which is concentrated the Farm and Home circulation.

Farm and Home is read by the very cream of the farm population in these states—600,000 prosperous, progressive families.

For these states the average value per farm is highest—\$8,073.00 per farm.

The greatest percentage of farmers own their own farms—71%.

There are fewer mortgage and tenant farms than in any other section.

This circulation is not secured by pony contests, automobile contests, etc., which circulation has very little value for the average advertiser.

Farm and Home reaches a larger percentage of actual farmers than any other National farm paper.

Address nearest office for sample copies and advertising rates

PHELPS PUBLISHING COMPANY

Member of the Audit Bureau of Circulations

30 North Michigan Ave. 6th Floor Oneida Bldg. 315 Fourth Ave. Forsyth Bldg. 1-57 Worthington St.
Chicago, Ill. Minneapolis, Minn. New York Atlanta, Ga. Springfield, Mass.



THERE is a journal in the British Isles which completely voices the feelings of the people, whether they be in khaki, tweed or silk. All of them.

Its Editor vies with the Prime Minister in influence and power. Thousands flock to hear him speak. There is no hall in the country large enough to accommodate his audiences.

The humanity of the man, his fearlessness, his vision and dogged tenacity, his complete understanding of men and matters, have raised him and his journal to unparalleled popularity and power.

The journal is JOHN BULL and the man is Horatio Bottomley.

The man cannot visit you now, but a copy of his journal awaits your postal request.

Average
circulation
1,500,000 copies.
Advt. rate :
\$1,000 per page.

Philip Emanuel,
Advt. Manager,
ODHAMS LIMITED,
85-94, LONG ACRE,
LONDON, ENGLAND.

the wrong way—conforming to certain hours. Take writers of novels and stories. I know several intimately and know their writing habits. They all "feel" they can write best at certain hours, varying the clock round. Some of them seek spots "far from the madding crowd." Others have noise-proof rooms, ranging from the basement to the attic. Yet all creatures of habit insofar as their work is concerned. Some may call it temperament. Call it what you may, yet it is obvious that a man can't begin to create because the clock tells 8:30 A. M. Nor does he want to quit at noon for lunch because it is 12 M. Often 5 or 5:30 P. M. will arrive with the copy writer deep in some text, working out an idea or a layout. He won't quit with the others under such circumstances. He will stay until his mind has exhausted the idea. If he comes down five minutes late the next morning, even though he worked till midnight the evening before, he gets the "carpet"—usually through the medium of a colored slip via a minor employee. Humiliation plus insult to injury.

The largest agencies are the worst offenders—from the copy writer's viewpoint. Business is business, of course, but advertising is a peculiar business—writers are peculiar insofar as habit and mentality are concerned, and allowances should and will be made some day for those who create. Some years ago a certain copy writer was called on to work day and night preparing a hurry-up campaign. He was at the office before the usual opening hours several mornings and also worked until late each night. When the last electro had been shipped the copy writer gave himself a couple of hours extra sleep the next morning. What the Mighty Mogul said to this victim when he arrived at the office resulted in his using the advertising columns of P. I. the next week. It is a fair sample of what the copy writer has to put up with, except in a few cases where the men at

the wheel have been writers or, at least, understand the handling of them.

The Moguls who have the Big Say, who Hire and Fire, will answer that it is all bosh, or that rules are rules. True enough, but it was a bad rule that resulted in the charge of Balaklava. The "inside diplomacy" that decrees that a copywriter *must not be too sure of himself* in front of a client who thinks "this" and "that" should be changed, is also a bad rule—for the client's business—and the copy writer's temperament.

Summing it all up, it is the repeated "trimmings," mental lickings, that the copy writer gets that makes him a creature of so-called temperament. Some day there may be a cure for the condition.

Fruit Growers' Exchange to Handle Vegetables

The California Fruit Growers' Exchange has made arrangements to handle vegetables for its members and also for a co-operative association of California vegetable growers, at a fixed brokerage rate. This step was taken as a direct result of the destruction of a large part of the citrus crop, which will reduce the exchange's volume of business next year and make it possible for it to handle this additional business, thus keeping the organization engaged and returning a revenue which will help lower overhead costs. The second motive is a patriotic one, which prompted the Exchange members to help those who in response to the government's demands have planted considerable vegetables and have no adequate facilities for getting them to market.

The Fruit Growers' Exchange advertising will not be affected by the new venture—only oranges and lemons will be advertised.

Randolph Joins Klein's Staff

Elwood H. Randolph, who has been on the advertising staff of the New York *Evening Journal* for some time and who was formerly advertising manager of the New York *Press*, will, on October 1, become a member of the staff of F. A. Klein, special representative, New York.

Willard N. Record, general manager of the Chicago office of Albert Frank & Co., has been appointed secretary of the publicity committee of the Seventh District Federal Reserve Bank.

Advertising Helps Save Canada's Food Supply

Food Controller Receives Advertising Co-operation from Woman's Auxiliary—Foods Little Known to Many Homes Described in the Copy and Their Values Compared

"SIGN the Food Service Pledge" is the slogan of the latest advertising drive of the Organization of Resources Committee in Canada. The Canadian Food Controller, Hon. W. J. Hanna, is now engaged in educating Canadian housewives in the conservation of food, and one of the plans being used to this end is a pledge given by the women of Canada to do their best to conserve food by obeying the food controller's instructions regarding meatless days, etc.

The first advertisement, "Vision Your Sons, Mothers of Canada!" was of the heart-gripping type, written in that vein that it might be in greater contrast to other advertisements then current as well as the subsequent appeals of this Auxiliary. This "heart" appeal was felt to be the very angle for the awakening of some people to the urgent necessity for conservation of food. The general prosperity of the Canadian public has to a great extent negated the realization that a serious food shortage is impending. Their complacency must be upset and only unusual methods would accomplish this. As most of these have relatives or friends overseas it was thought that such an appeal—a probing of hearts though it be—would be most effective in bringing home the seriousness of the present situation. It was used—once.

The second advertisement is along entirely different lines, though still driving hard on the "do-it-because-our-boys-did-it-and-are-still-doing-it" appeal. Under the heading "Practical House-keeping Hints" the Food Controller gives a table of the comparative costs of protein when

purchased in the form of salt mackerel at 10 cents per pound; of codfish at 10 cents; of sirloin steak at 35 cents; of milk at 12 cents; of eggs at 50 cents. The cost of the protein ranged from 61 cents per pound in the case of salt mackerel to \$2.80 in the case of the eggs. In another column the comparative values in calories were given for the same foods. These figures were given to promote the use of fish which the Government is providing at 10 cents per pound in Ontario centers in an effort to reduce the cost of living.

The other "Sign The Food Pledge" advertisements will strive to induce the Canadian women not only to sign the pledge but to hang out the "Window Sign" which will advertise to all passers-by the fact that the household within is endeavoring to conserve food according to the plans laid down by the Food Controller. To this end, the newspapers are giving considerable support by the publication of "personals" about well-known women who have signed the pledge. The first of these featured the Duchess of Devonshire and Lady Borden—both of whom have signed the pledge and hung out the window card.

The Organization of Resources Committee has used smashing advertisements on more than one occasion with excellent results, and is once more demonstrating the effectiveness of big space to accomplish big results in a short space of time. In this particular instance, thorough organization is the objective, though the speedy attainment of that objective is highly desired. The full force of the organization back of the Committee is being brought to bear in the securing of the signatures, and great as these are, advertising is considered a more potent force in the securing of the public's support.

The advertisements are educating the public to the necessity and are giving to the pledges an atmosphere of "dedication to War Service" akin to the "active service" of the men folks.

"The success of our National Advertising, we credit in a large measure to the attraction value and originality of your illustrations."



A. L. Tisch

*Advertising Manager
Paige-Detroit Motor Car Co.*

Again quoting Mr. Tisch:

"Your catalog work such as designing, retouching, etc., is worthy of more than usually favorable comment and for many years has fully met my most exacting requirements.

"Regarding deliveries—you may take a just pride in the satisfaction you have given my severe demands."

Meinzing
STUDIOS
Kresge Bldg. Detroit



Advertising

Manternach clients are confined to those to whom we can render a reasonable personal service—a complete service.

One factor—an Art Staff of Ten.

The Manternach Company

Advertising Agency

Hartford, Connecticut

Advertising to Figure in Campaign to Re-elect Mayor Mitchel

Newspapers, Posters, Window Cards and Direct Mail Matter to Be Employed—*Fusion Flashlight*, a House Organ, to Be Issued for Campaign Workers

A FEW days hence and an advertising campaign will begin, whose object will be to re-elect John Purroy Mitchel mayor of New York City.

If the primary held in New York a week ago did nothing else it opened people's eyes as to the uncertainties of politics. When Mayor Mitchel, after considerable persuasion, was induced to become once more a candidate for the office he now holds the Republicans and Democrats who nominated him thought that he had a double-riveted cinch on the nomination and was as good as elected. Their surprise when they found that William M. Bennett, candidate for the Republican mayoralty nomination, had come within a few hundred votes of winning the prize may be imagined. One effect of the close vote has been to put more "pep" into what promised to be a perfunctory campaign and to stir to greater activity the Fusionist forces.

Realizing that a hard fight is ahead of them, and believing that a change in administration at this time would imperil the best interests of the city, the campaign committee is making thorough preparation for carrying on the work of electing Mr. Mitchel to succeed himself. The publicity department, which is under the direction of George B. Mallon, for many years city editor of the *New York Sun*, has quarters at 38th Street and Madison Avenue. Few journalists have a better understanding of municipal conditions than Mr. Mallon. He has selected as his assistant Stevenson H. Evans, late Washington correspondent of the *New York Tribune*. R. G. Conover and W. B. Northrup, who have had considerable experience

in newspaper work, will prepare special articles for campaign use.

In talking to a representative of *PRINTERS' INK* about the work, Mr. Mallon said:

"The present administration has done wonders in putting the city's affairs on a business basis. This summer I spent considerable time in looking into the work of the several departments and I was astonished to see the improvement that has taken place during the past five years. Formerly city jobs were regarded as sinecures and were distributed as rewards for party workers. Heads of departments kept no regular office hours. The work of the clerks was done in a slipshod manner. To-day you will find the offices of the several departments as efficient and as well organized as those of up-to-date business concerns. The employees report for duty on time and put in a full day's work. There is no shirking. If a man is found to be incompetent he is fired—political pull won't help him.

PLENTY OF TALKING POINTS

"Mayor Mitchel is in a large measure responsible for the changes that have been made. He has given the city a business administration. He has cleared out the grafters, the hangers-on and the incompetents. With the aid of Arthur Woods, he has brought the Police Department to the highest point of efficiency of service it has ever known. Lincoln Steffens, who has just returned from Russia after visiting London, Paris and other great cities, tells me that the New York police are the finest in the world. Mayor Mitchel has made office holding a respectable job.

"We are going to show what it has accomplished in a con-

structive way. We will tell in a plain, straightforward manner just what the administration has done and is doing to back up President Wilson and carry out his plans for the protection of our country against Germany's spies and intriguers.

"It is an educational and not a partisan political campaign we are to carry on. We believe that the best way to reach the New York public is through the New York daily newspapers and so we are going to use them—morning and evening—and a selected list of foreign language papers. Twenty-four sheet posters are to be liberally employed. Sarka has furnished a striking cartoon for the first one to be posted. Window and wall cards of rather superior merit have been prepared which will attract favorable attention. Some specially appealing direct mail matter is to be distributed where it will do the most good."

One of the novelties of the campaign is a house organ called the *Fusion Flashlight* which is to be issued for the benefit of the campaign workers. It will be an eight-page paper of the size of the *Times'* magazine supplement and will contain facts and figures for the use of speakers, replies to charges or arguments put forth by political opponents; personals, letters, little campaign stories, etc. It is thought that such a paper will help to unify and co-ordinate the different human elements that are being employed.

The press department will furnish the newspapers with news matter about the progress of the campaign. The quality of the matter supplied will be better than is usually turned out by political publicity bureaus. Tammany Hall will be one of the principal objects of attack. As one of the writers puts it. "If Tammany can defeat Mitchell it will turn loose its horde of grafters and hungry office seekers upon the city offices. If it wins the fight all that has been accomplished in the way of better public service will be lost. We have got to give Tammany another licking, and we are going to do it."

J. T. Newton Commissioner of Patents

For many national advertisers there must be a considerable measure of satisfaction in the news that J. T. Newton has assumed the duties of U. S. Commissioner of Patents. The significance of the recent change lies in the fact that Mr. Newton is a qualified trade-mark expert. He is a veteran with a quarter of a century of continuous service in the Patent Office and has always specialized on trade-marks. During the years from 1895 to 1903 inclusive he held the position of Examiner of Trade-Marks and during the past few years when he occupied successively the position of Assistant Commissioner of Patents and First Assistant Commissioner of Patents there was assigned to him for review practically all of the trade-mark cases that were carried up on appeal. He was thus the author of a number of the notable opinions which have been reported in *PRINTERS' INK* during the past half decade as indicative of the spirit of greater liberality in trade-mark matters manifest at Washington and the better understanding of the business viewpoint in controversies involving the moot question of confusion in trade.

With Mr. Newton in the position of administrative head of the Patent Office it may be expected that there will attach to the disposal of an increased proportion of contested trade-mark cases the weight of an opinion by the Commissioner in person instead of review by one of his aids as has been customary in the vast majority of cases in the past and which has doubtless encouraged, rather than otherwise the appeal of trade-mark cases to the Court of Appeals at Washington, D. C.,—the sole refuge from disappointment at the Patent Office.

John L. Meyer Will Go to St. Louis

On October 1st, John L. Meyer, assistant health commissioner of the city of Milwaukee, will give up that connection to become assistant sales manager of the National Oats Company, St. Louis, in charge of the specialty department. Mr. Meyer formerly conducted the Meyer News Service Company, Milwaukee, and before that was associated with the Kellogg Toasted Corn Flakes Company.

Harry Levey has resigned from the Automatic Motion Picture Machine Corporation to take charge of the industrial department of the Universal Film Manufacturing Co., New York. The Universal company has seventy-two exchanges, and will open an industrial department in each exchange.

Fred B. Schafer, formerly with the *Bakers' World*, has joined the Chicago office of *The Shoe and Leather Reporter* and *The Shoe Retailer*.

"Are Prices Too High?"

"The Farmer and Conscription."

"A Just Price."

"The Farmer and Prices."

"Prices After the War."

"Mr. Hoover's Food Problem."

"Mr. Hoover to the Farmer."

The above-mentioned editorials appeared in Wallaces' Farmer May 25th, June 8th, July 20th, August 31st and September 14th. They are, with the exception of Mr. Hoover's talk, from the pen of Mr. Henry C. Wallace, editor of Wallaces' Farmer, who has studied the present situation as it affects the farmer, more closely, perhaps, than any other one man. They deal in a practical way with the problems which confront the farmer, and which, while primarily the farmers' problems, are no less the problems of the manufacturer, as whatever affects the farmer affects the manufacturer.

Several of these articles have attracted wide attention. They have been quoted by the Literary Digest, The Outlook, the Chicago Tribune and by prominent Senators at Washington in the discussion of the food bill.

They will likewise appeal to the thinking business man. At no time in the history of our country has there been more need for clear thinking than at this critical period.

The suggestions of Mr. Wallace have been given careful consideration by Secretary of Agriculture Houston and Mr. Hoover, the head of the Food and Live Stock Commission.

For the benefit of those advertisers who desire them, we have issued the above editorials in pamphlet form. A copy will be sent to any advertiser who is enough interested to write for it on his business stationery mentioning this publication.

Wallaces' Farmer

1113-17 Walnut Street - - Des Moines, Iowa

GEORGE W. HERBERT, INC.
Western Representatives
Conway Building
Chicago



WALLACE C. RICHARDSON, INC.
Eastern Representatives
381 Fourth Avenue
New York City

The other day a reader of The Touchstone Magazine asked us to buy 11,000 tapestry brick for him. We did.

He had been in consultation with us about the house they were building, for you see we conduct an Architectural department which furnished complete working drawings of any Touchstone House to any subscriber. There are more than a dozen of these houses from which to choose—particularly well planned—and artistic homes.

Helping people to achieve the kind of homes and gardens that they have dreamed about—that is the practical side of this magazine.

And giving them a magazine of more than ordinary size and richness, sincerely devoted to the beautiful and cheerful phases of American life—that is editorial purpose.

If you are in the neighborhood of East Thirtieth Street, won't you come into The Touchstone House and let us show you how we have turned a dreary city back-yard into The Touchstone Garden?

Meanwhile, may we send you a complimentary copy?

The Touchstone Magazine

(Edited by the former staff of The Craftsman)

Touchstone House

118 East Thirtieth St.
New York

Still More Advertising Men in Army and Navy

RUTHRAUFF & RYAN
Ralph Sinclair, Sergeant, Ordnance Section, Enlisted Reserve Corps.

CARL M. GREEN CO.
Walter J. Munro, Battery A, 329th Field Artillery, Camp Custer, Battle Creek, Mich.

O'SHAUGHNESSY ADVERTISING CO.
Jas. T. Berney, Sergeant, 149th Field Artillery.

Geo. E. Schumacher, U. S. N., Great Lakes Naval Training Station.

CAHILL ADVERTISING CO.
Lucien Lang, Co. 3, C. A. C., Fort Rosecrans, San Diego, Cal.
Addison N. Clark, Captain, Officers' Reserve Corps, Fort Leavenworth, Kan.

"MODERN PRISCILLA"
George H. Hands, Headquarters Company, 101st Regiment Field Artillery.

"METROPOLITAN MAGAZINE"
Clarence A. Olsen (Western office), Aviation Corps, U. S. A.

"CORN BELT FARMER"
Harry B. Clark (publisher), U. S. R., Camp Pike, Little Rock, Ark.

ST. JOSEPH, MO., "NEWS-PRESS"
Glenn E. Snyder, National Army, Fort Riley, Kan.

MINNEAPOLIS "JOURNAL"
C. A. Stone, U. S. Navy.

"EXTENSION MAGAZINE"
John Dwight Brewer (asst. advg. mgr.), Captain, U. S. R., Artillery Division.

KNILL-CHAMBERLAIN
C. P. Knill, Jr., Great Lakes Training Station, U. S. N.

Geo. A. Lawrence, University of Chicago Ambulance Company, Allentown, Pa.

Allen Wile, Ambulance Company No. 3, Ill. N. G., Houston, Texas.

GEO. W. HERBERT, INC.
Horace R. Denton, Captain, Headquarters Company, 67th Field Artillery Brigade of 42d Infantry Division.

J. D. BARNHILL, INC.
Clayton Du Bosque (treas.), First Lieutenant Aviation Corps, U. S. A.

S. W. STRAUS & CO.
Horace C. Towner (asst. adv. mgr.), Sergeant First Co. Coast Artillery, N. G. D. C.

GUARANTY SECURITIES CORP.
O. O. Niergarth, Officers' Training Camp, Plattsburg, N. Y.

WILLYS-OVERLAND, INC.
Geoffrey G. Dwyer, First Lieutenant, Aviation Division, N. G., N. Y.

W. H. Shields, Sergeant, Co. G., 45th Regt., U. S. A., Fort Benjamin Harrison, Indianapolis, Ind.

H. W. Semlow, Sergeant, Divisional Supply Train, Camp Willys, Columbus, Ohio.

J. P. Mc Nerney, private, same.
V. T. Malott, Officers' Training Camp, Fort Benjamin Harrison, Indianapolis, Ind.

SHAW-WALKER CO.
Bert Ketchum (adv. mgr.), National Naval Volunteers, U. S. S. Iowa.

EXPERIENCE

When you place an order for printed matter you really buy advertising.

Whether you get just printed matter or efficient advertising matter depends on the kind of experience you buy.

Suggestions are a simple matter. Real workable suggestions are the result of practical advertising and selling experience.

Before you place your printing order, or when you have an idea, or a need for an idea, let us tell you of our experience in producing printed matter that is real advertising.

ARROW PRESS, INC.

"Salesmanship in Print"

DIRECT ADVERTISING MATTER
CATALOGS BOOKLETS
HOUSE ORGANS

320 WEST 39th STREET
NEW YORK

Telephones: Greeley 329, 330, 331

When the Advertising Appropriation Doesn't Fit

THERE are many cases where the head of a house admits that it would be splendid to carry on a campaign in this or that publication; that it would be very good business if a sales effort could be made along such and such a direction—but *where the appropriation does not fit, where there is not the fund safely to attempt the effort.*

If the appropriation is not big enough, if you haven't the capital to swing the campaign, maybe you ought to bring in additional money. For, if the enterprise has real values, this fact, coupled with the business to be created through advertising, make for good and sufficient inducements to investors.

Mr. Meloy, on an analysis of your affairs, could tell you whether a capital-raising effort could prove successful. And if Mr. Meloy discovered that he would be able to show you how to proceed and what you should do to obtain the additional capital.

This sort of question comes before Mr. Meloy many times during a year. It is one of many cases and variations on financial problems which Mr. Meloy has solved for business houses which have grown and prospered through his advice.

Mr. Meloy is glad to discuss situations such as outlined in this announcement with advertising agents on behalf of their clients.

Andrew D. Meloy
55 Liberty Street
New York

Reading Matter Wanted for Soldiers in France

WALLACE C. RICHARDSON, INC.
NEW YORK, Sept. 18, 1917.

Editor of PRINTERS' INK:

Birge Kinne, of our staff, left us about three months ago, for France, where he is now serving at one of the aviation camps, as Y. M. C. A. secretary.

He writes me that there is a great scarcity of American reading matter. He says that if any of the American advertisers or agents want to help make the leisure hours of the American fighting force more comfortable, they cannot do it in a better way than by sending their spare magazines, newspapers, etc., to the Paris Headquarters of the American Army and Navy Y. M. C. A.

If the package is addressed to Birge W. Kinne, care D. A. Davis, 31 Ave Montaigne, Paris, France, care American Army & Navy Y. M. C. A., he will see that it is properly distributed, where it will be most appreciated.

W. C. RICHARDSON,
President.

Liberty Loan Posters in Railroad Stations

"The railroads of the United States will co-operate in the publicity campaign that is being planned for the second Liberty Loan," says Fairfax Harrison, chairman of the Railroad's War Board.

"Colored posters advertising the new issue of Liberty Bonds will be placed in the waiting room of every railroad station in the country.

"Through these posters, the Treasury Department will be able to reach the millions of persons who use the railroads and present them with timely information concerning the second Liberty Loan. The 1,750,000 employees of the railroads will also have the subject called to their attention by a series of posters that will be placed in the railroad shops and all other places where employees assemble. More than \$20,000,000 worth of the first issue of Liberty Bonds were purchased by railroad employees."

Experienced Salesman

Exempt from military duty, wanted by one of the best known trade papers in the country, to work in New York City.

Man must have had experience in selling advertising in first class publication and be able to suggest ideas and write copy for prospects.

Send letter giving full details about past experience, references and salary desired. No attention will be given applications which do not contain this information. Address E. M., Box 10, care P. I.

There's the suggestion
of quality in the name

ART MAT

The incomparable dull finish coated

The stock for those who manufacture goods of quality — the stock for those who wish to reflect the quality of their product in their advertising literature — the stock that retains the very atmosphere of every photographic reproduction — the stock with a printing surface that actually invites the eye.

Costs more

Worth much more

Let us send you samples and details

LOUIS DEJONGE & CO.
NEW YORK CITY



Training Methods for Advertising Solicitors

The Space Buyer, Who Faces the Publisher's Representative Day After Day Across a Desk, Tells What He Thinks of Him, and What He Might Do That He Doesn't

THE discussion of training methods for salesmen of advertising, which has been developed in *PRINTERS' INK* during the past month, has heretofore confined itself to the question of what publishers believe their representatives should know and do, and what the representatives themselves believe is necessary for their proper equipment.

There is one other point of view which certainly ought to be taken into account before the consideration of the question is settled, however: the point of view of the buyer of space.

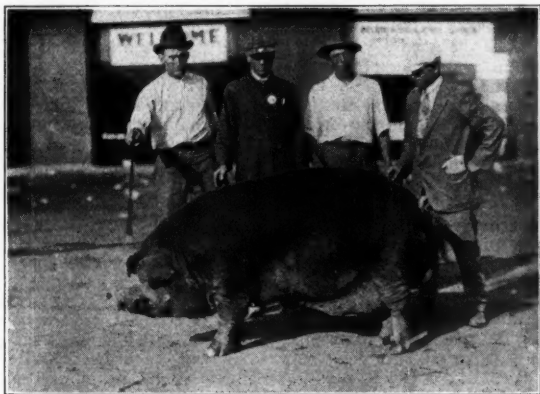
He is the man who after all knows the *genus solicitoris* best; he spends a large part of all his time in listening to the plea, plaintive or otherwise, of the man who has advertising space for sale; and he possesses a unique opportunity to compare the respective abilities of the various men. What does he think of the space-salesman, and what things are there which he would like to see done which most salesmen at the present time don't do?

In the first place, it is interesting to note that the space-buyers for advertising agencies, as well as the advertising managers for big national advertisers, are apparently solidly united in their belief that the advertising solicitor of to-day is an infinite improvement over the salesman of a few years ago. Not only is a higher class of men coming into the business steadily, but the efficiency even of the older men is greatly improved of recent years. This must not in any way be construed as a criticism of the time-scarred veterans of the space-selling profession, many of whom command the respect and affection of a whole generation of advertising men; it simply means that of late years a

keener realization of the opportunities for usefulness which the business affords has permeated the whole field, and that its devotees are living up to the possibilities more fully than ever before. Those who are familiar with the New York field, for instance, will remember that there was a time when the man who wanted to do business with one group of representatives for out-of-town mediums and who wished to get in touch with any given man in a hurry, found that it was wise to go first to a certain well-known and hospitable tavern; if your man was not there when you arrived, it was only necessary to wait awhile, and he was almost sure to turn up. To-day, there is hardly a trace of this old-time spirit of conviviality in the men who sell space; and even those who have not abjured the idea altogether confine its pursuits to other times than business hours.

BUYERS DON'T LIKE "SALESMEN" OF THIS TYPE

On two other points the buyers of space seem to be fairly unanimous: They object to the "Me, too!" type of solicitation; and they don't care to be called on by the representative who is merely "keeping in touch," who has nothing particular to tell them but "just dropped in to say hello." As one well-known buyer of space remarked: "It is not very pleasing to an advertiser to be interrupted in his work merely to hear a greeting from a man whose obvious interest is to sell him something. I have felt for some time that most solicitors are rather aimless in their work. They waste their time by making calls without any definite plan of solicitation. Usually their answer to the in-



How Much Is This Boar Worth?

The pedigreed Duroc Jersey boar pictured above is 25 months old; he weighs 800 pounds. How much a pound would you pay for him?

H. C. McKelvie, manager of The Nebraska Farmer's livestock advertising department, recently bought him from John Bader of Scribner, Nebraska, for Ahrens Brothers of Columbus, Nebraska. \$2,500 cash was paid for him. \$3.00 per pound! Some pork!

When Nebraska breeders of livestock have surplus breeding stock for sale, or need new blood in their herds, they naturally turn to The Nebraska Farmer for help. During the last year, for instance, The Nebraska Farmer carried 128,000 lines of livestock advertising. Practically every Nebraska breeder who advertises at all uses The Nebraska Farmer.

If you have a meritorious product, advertising in The Nebraska Farmer will help you sell it in Nebraska.

S. R. McKELVIE, Publisher

THE NEBRASKA FARMER

Nebraska's Real Farm Paper

LINCOLN

*New York Office:
Fifth Avenue Bldg.,
S. E. Leith, Mgr.*

*Minneapolis Office:
Palace Bldg.,
R. R. Ring, Mgr.*



*Chicago Office:
Steger Bldg.,
Tom D. Costello, Mgr.*

*St. Louis Office:
Fullerton Bldg.,
C. A. Cour, Mgr.*

qu岸ry as to what they wish to see the advertiser about, is that they merely want to say 'hello.' I have found that not infrequently that is about all they can say."

The "me, too" type of solicitation is often based on an inaccurate understanding of the type of problem which the advertiser has to solve in making his advertising successful, in the opinion of several men whose experience qualifies them to judge. One advertising manager said: "The advertising salesman who solicit our business usually are well-informed concerning their own publication, its circulation, policy, etc. Frequently they are not informed regarding the character and purpose of our advertising, and they waste their time and ours in soliciting us. It seems to me that good salesmanship in advertising must be based equally on an intimate knowledge of the publication, and a like knowledge of the aim, purposes and requirements of the advertiser. The salesman who spends his time in extolling the merits of his publication and does not show that he has made a study of the business of the advertiser whose patronage he is soliciting is wasting his efforts. He may represent a publication with a circulation of a million, but if he is not prepared to show the advertiser how that circulation will prove beneficial for the advertiser, the solicitor has missed the cardinal point of good salesmanship."

Another advertising manager who has a big appropriation to invest, emphasized the same point with this illustration: "A solicitor will come in to see me, representing a type of medium we are not at present using, and which I do not believe we can possibly use because of the nature of our sales problem. He will give me a well-rehearsed talk about rates, circulation, quality, editorial standards, etc. Then when I tell him the problem we are up against, and which to my mind makes the use of his type of medium impossible, all he has to say is to go over the same little treadmill of facts about his own publication. He has evi-

dently not made any preliminary attempt to decide in his own mind whether we can use his publication profitably or not; his sole idea is to talk me into a contract if he can. Of course, this is not a criticism of all the men in the business, by any means; but there are quite a number with whom I come in contact who seem to have this same idea that the only thing that matters is to sell me some space. I don't want to have space sold to me; I want to be shown why I should buy it." Almost the same idea is put forth by one of the great advertising agencies, which says: "Our policy is to buy, rather than to be sold; and the man who is most satisfactory to us is the one who furnishes all the facts, information, and data from every source and angle, regarding his publication."

KNOWLEDGE OF BUSINESS IMPORTANT

The point which has been mentioned in an earlier article in this series, that the salesman of advertising should have a broad knowledge of advertising and selling in general, is emphasized by several space buyers. "Most salesmen of space know the facts about their publications—many do not know how to interpret those facts in a way to bear on the needs of the advertiser," says the advertising manager for one of the oldest and strongest national accounts. "They lack the faculty of selection—the choice of essentials in their selling facts. The greatest weakness is not the failure to study the problems confronting us as space buyers. It seems to me unreasonable to expect a detailed familiarity with our problems, and an equal study of those of all the different advertisers on whom the solicitor must call. It would be a superhuman task.

"What we would like to see occasionally is a salesman who knows something about business, and specifically the advertising business—a man whose reading of the trade journals is not confined to digging out tips on business. We'll bet real money that not to

Every Newspaper Advertiser Should make this test

QUALITY Stereotypes and Matrices are better for newspaper uses than the more expensive electrotype.

They reproduce your copy faithfully and clearly with every value preserved. Your copy is assured its full pulling power.

You waste money when you pay more than stereotypes cost.

Make this test yourself. Send us a master plate. We will stereotype it free and return it with the duplicate. Then proof up the two and compare the result, or better still, send us a trial order: We will guarantee at least the same results you are getting from electrotypes.

Quality stereotypes and matrices are made better than seems necessary, by specialists, in a large up-to-the-minute plant.

We pack and distribute your plates for large national campaigns to publications everywhere. A quick, dependable service that is second to none.

Send on the master plate or trial order today.



THE QUALITY ELECTROTYPE CO.

"Maker and Distributor of Quality Clear Print Stereotypes and Matrices for Fastidious Newspaper Advertisers."

C I N C I N N A T I

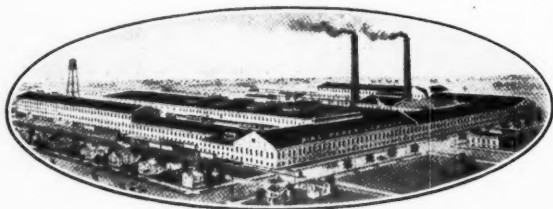
Lower Shipping Costs

Quicker Deliveries



We can see no reason why "Service" should be a vague, intangible term. We are always glad to offer our own concrete definition.

Power, Alexander & Jenkins
General Advertising
Detroit



If you are interested in a tried and tested **OFFSET PAPER** that possesses all the qualities necessary in a perfect **PAPER** of this character for folders, art work, letterheads, etc.

Send for samples of work done on

King Dependable Offset Paper

KING PAPER COMPANY
LAKE STREET KALAMAZOO, MICH.

exceed two in every ten newspaper salesmen, for instance, have even a conception of the problem created for the advertiser by price cutting. Not one in ten knows what the Stephens-Ashurst Bill is or how it bears on the welfare of the paper he represents. Most know that there are jobbers and retailers—and that is about all they do know of the channels of distribution.

"This applies in almost, but not quite the same degree, to magazine representatives. It is a question of *business equipment*. Most advertising managers are helpless to face the facts and problems and legal aspects of distribution in an effort to apply advertising to their solution. How many space salesmen even know what those problems are, and how they apply broadly to all advertisers—much less how to discuss them in a constructive way or help to apply their mediums to the situation? How many advertising salesmen have read any number of constructive, intelligently-written books on modern business problems, as such as Hotchkin's 'Retail Storekeeping,' Gilbert Montague's 'Business Competition and the Law,' or Nystrom's 'Economics of Retailing'? These names are just suggested. Any list would do equally well, but the above are chuck full of data of the sort that the salesman *must have* if he is going to talk intelligently for ten minutes on anything except circulation and editorial policy, and as for the former, we have A. B. C. reports, and for the latter we have the publication itself.

"One of the best advertising salesmen in the West has had enough manufacturing experience so that he can discuss intelligently and constructively a few problems such as production, factory planning, cost accounting and shop-keeping. He is the personal friend, confidant, adviser and trusted guest of the presidents and general managers of some of the finest concerns in the country because he is fundamentally a broadly trusted, observant *business man* first.



PLAY TO THE STALLS

Concentrate on "PUNCH"

Every reader of "PUNCH" is, by inference, a person of culture. Since culture connotes means, advertising in "PUNCH" simply amounts to offering your goods to those British buyers best able to judge of their merits and best able to buy them.

Furthermore, "PUNCH'S" circulation includes *all* the best people, for the barriers of prejudice which limit the circulations of most journals to one section of the community are broken down by "PUNCH'S" impartial and compelling humor.

If you must limit your British advertising, limit it to the people best worth while—concentrate on "PUNCH."

My advice in these advertisements is backed by over 40 years' experience. I firmly believe that given such a medium as "PUNCH"—world-wide in its influence with the well-to-do—concentration upon that medium, continuity in its use, and the employment therein of dominant spaces would abundantly profit every advertiser of high-class goods or service.

ROY V. SOMERVILLE

Advertisement Manager, "Punch"

10 Bouverie Street
London, E. C. 4., England

Semi-Weekly Journal

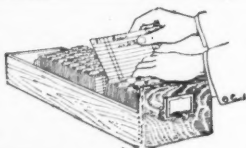
ATLANTA, GA.

Georgia farmers have beaten so far all past records in crop values this year that they have turned a prosperous state into a

Bonanza Land

For years these farm families have taken and relied upon The Atlanta Semi-Weekly Journal.

The Journal covers
Dixie like the dew



Card Systems

Complete efficiency systems for agencies and departments. Card cabinets of wood and steel, all sizes. Send for the "Y and E" System Catalog. Tells how to equip your office.

Blueprint File	Cut Files
Efficiency Desks	Card Systems
Steel Filing Cabinets	Record Safes
Wood Filing Cabinets	Tack-Map Outfits
Transfer Cases	Index Tabs
Filing Systems	Drawing Files

Check list and mail us this advertisement for complete information or ask at the "Y and E" store in your city. Finest quality, at moderate prices.

YAWMAN AND EBBE MFG. CO.

844 St. Paul St., Rochester, N. Y., and other cities
Branches or Agents in the Principal Cities

"Does he sell space? Well, rather!"

Another advertising manager for a big national advertiser sums up the idea when he says: "When a salesman shows that he has made a study of our advertising, knows the character of our copy, what its evident purpose is and is prepared to show that the medium fits in with our purpose and is likely to prove profitable to us, and further, that he has not called simply because our name is on his card index and that he feels it a duty to come around once in a while to see if he cannot pry loose a piece of copy—then he is given a careful hearing."

KNOWLEDGE OF ADVERTISER'S BUSINESS

The question as to how much the publisher's representatives should know about the advertiser's business, is a moot one. Readers of PRINTERS' INK will recall that last week several representatives were quoted as feeling that too close a study of the advertiser's situation is not necessary, providing the salesman shows he understands the broad principles of merchandising and advertising. The space-buyers, however, seem to feel that too often such a study is made with a preconceived determination that whatever its result, the advertiser ought to use the publication in question. "When I meet a man honest enough to admit once in a while that his publication is not advisable for some given advertiser, I take off my hat and call him a real salesman," remarked one advertising manager. Several others comment on the too-optimistic idea of the representative in regard to the unfailing power of his publication to produce results for anybody and everybody. As one man put it:

"Solicitors present the value of their medium from the standpoint of the advertiser's interest, yet all are free and emphatic in their recommendations and the expressions of their belief that their medium will pay the advertiser. I have had much amusement in

GOOD PRINTING necessarily has back of it the same judgment, the same study of human nature as good salesmanship.

There is something about a good salesman that makes him good anywhere. There is something about good printing that keeps it good anywhere! The organization producing good printing must be built to produce good printing. We advertise what we have.

SATURDAY NIGHT PRESS, *Inc.*
DETROIT · *Printers* · MICHIGAN



TWO complete engraving plants—fully equipped for intelligent service and the finest production of color plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

Hart Schaffner & Marx

The famous "All Wool" clothing house delivers its message on all wool clothes through the medium of several hundred

DAILY NEWSPAPERS

These are the "All Wool" of advertising values.

When you want to deliver your message quickly—use the Daily Newspapers.

When you want action—immediate action—use the Daily Newspapers.

When you want results—speedy results—use the Daily Newspapers.

When you want the thought about your goods planted firmly in the public mind—use the Daily Newspapers. And if all the country is too big for your first effort—use the Daily Newspapers

IN NEW ENGLAND

All Wool and a Yard Wide!

WATERBURY, CT., REPUBLICAN

Daily Circulation 9,948
Population 73,144, with suburbs 100,000

AUGUSTA, ME., JOURNAL

Daily Circulation 10,068 net paid
Population 13,211, with suburbs 75,000

PORTLAND, ME., EXPRESS

Daily Circulation 22,462
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,184 net A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H., UNION and LEADER

Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 5,192
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 13,227
Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS., Standard and Mercury

Daily Circulation 20,949 net paid
Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS

Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 36,400
Population 100,000, with suburbs 250,000

TAUNTON, MASS., DAILY GAZETTE

Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

BRIDGEPORT, CT., POST and TELEGRAM

Daily Circulation 35,064 net A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)

Daily Circulation over 10,200—2c copy
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL

Daily Circulation 5,120
Population 37,265, with suburbs 50,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

asking solicitors to explain *why* and *how* their medium would be of value to us, accepting as a fact all that is said of the circulation of the medium. They are stumped. They cannot tell their story from the advertiser's standpoint because they do not know the advertiser's proposition. Only too many of them are doorbell ringers; and their solicitation can be summed up in: 'We are going to press next Tuesday; our circulation is empty thousand; we have the lowest rate per thousand of any high-class publication that has reader influence, and I believe you are making a mistake not to use us.'

"All sales are the outgrowth of self-interest. If that cannot be aroused on the part of the buyer, the seller has small chance. The self-interest of the salesman is often so obvious that he loses any chance he may have to awaken the interest of the advertiser in his publication. That is why I believe that if the sellers of advertising space knew more about the interest of the advertiser they would be more apt to interest the advertiser in the value of their medium."

On the whole, the buyers of advertising have surprisingly little of which to complain, when they come to sum up the merits and demerits of the men whom they face across their desks day by day in the perennial battle of choosing mediums. Even the men whose comments, as we have just quoted them, seem somewhat caustic, are always careful to emphasize the fact that after all their criticisms apply only to part of the men who call upon them, and in some instances only a very small part. There is apparent a universal wish that the space salesman would furnish more facts and less argument, and that these facts would be based on a recognition of what the advertiser is trying to do; but aside from that the idea seems to be everywhere concurred in that the space salesman are as fine a body of men as you will find in any phase of business, and that they

The Bull's-Eye!

PORTLAND

is

- the jobbing center
- the financial center
- the shopping center
- the society center

of

MAINE

The only afternoon daily in this city has a net circulation of 22,462. Advertisers find it easily the best advertising medium in Portland as fully nine out of every ten families take the

Evening Express

Largest Circulation of any Maine daily

The Julius Mathews Special Agency
Boston—New York—Chicago

U. S. Contracts for \$46,600,000 in Bridgeport, Conn.

Orders placed by the United States government with local factories total more than \$46,000,000 as follows:

Lake Torpedo Boat Company.....	\$16,000,000
Bullard Machine Company (estimated)	7,500,000
Locomotive Company	7,000,000
Union Metallic Cartridge Co. (estimated)	5,000,000
Bridgeport Projectile Company...	4,500,000
Housatonic Ship Building Company	3,100,000
Bridgeport Brass Co. (first installment)	500,000
Sub-contracts let to local factories (estimated)	3,000,000
Total Aggregate Amt. of Orders	\$46,600,000

The Post and Telegram

Connecticut's Largest Circulation!

has the willing ear of most of those into whose lap this vast sum of money will be poured. You can tell your story to them through the advertising columns of their favorite daily.

The Julius Mathews Special Agency
Boston—Chicago—New York

Business has Increased 1250% In eighteen months

We have the largest plant in the world devoted exclusively to the production of typewritten letters. Because our clients have secured satisfactory returns, we have continued to increase our capacity, until, from a very modest start in April, 1916, with only four machines we are now operating fifty, and *still growing*.

Every letter we produce is individually typed. Our automatic typewriters give us a capacity of 300 stenographers.

Letters to be effective must be read. Our letters *get* and *hold* attention. You can use them to your profit.

The cost of genuine letters, as produced in our plant will compare favorably with that of fac-simile work. And, if it is cost per sale or per inquiry that interests you, rather than first cost, a demonstration order will agreeably surprise you.

Many of the largest and most progressive concerns in various lines use our service. The use by others may not interest you, but what we have done for others we might be able to do for you, and that should interest you.

Intensive co-operation makes our work even more valuable. The association with us of Mr. James H. Reynolds, formerly manager of the Direct Advertising Service, is a guarantee to our customers of highest personal service.

Rate card, samples, or a representative upon request.

HOOVEN LETTER SERVICE, INC.

PAUL M. HOOVEN, President

387 Fourth Avenue, New York

Telephone: Madison Square 4144

New York Sales Agents - - - The Hooven Automatic Typewriter

are earnestly trying to make themselves better fitted not only to represent the publication to the advertiser, but what is equally as important in the long run, to represent the advertiser to the publication.

Paper Famine in Germany

The shortage of print paper in Berlin is so serious that many of the city's important newspapers were unable to appear on Saturday, according to Berlin advices, to the Exchange Telegraph's Amsterdam correspondent. Other newspapers were issued only in four-page form, with the prospects for a paper supply so poor that they may soon have to stop publication altogether.

No Berlin newspapers reached Holland September 23, except forty copies of the *Tageblatt*, says the correspondent. Virtually all the newspapers in Saxony have ceased publication for an indefinite period.

The situation, says the *Tageblatt*, is serious. The advertising of the new German war loan, it points out, will naturally be impossible under these conditions, as well as the printing of advertising of other kinds. — *New York Times*.

Sees Opportunity for Advertising in Changing Style

Decorated wedding rings are coming into vogue, and are being advertised by the Traub Manufacturing Company, of Detroit, which has issued a booklet for dealers, "Wedding Ring Sentiment," devoted to a discussion of the idea. In a trade announcement, the company says:

"The vogue of the decorated wedding ring is with us. While her mother wore the plain gold band, the modern bride wears a ring of platinum or gold delicately chased with a beautiful and significant design. Traub decorated wedding rings are accepted by smart society everywhere."

A consumer campaign is running in several magazines.

Electrical Christmas Gifts Campaign

The "Electrical Week" of the Society for Electrical Development, Inc., will not be held this year. Instead the Society will make every effort to develop Christmas business among the central stations and contractor dealers. Selling helps will be furnished without cost.

The campaign will be announced in a broadside to be mailed to the industry on October 10. About November 1 an illustrated booklet will be mailed central stations and dealers, giving concrete suggestions for selling electrical appliances.

The best and most profitable publicity in France is secured through the columns of

Le Matin

which is not only the best news medium published daily in Paris, but which is also read by a class of readers whose means enable them TO BUY.

The daily average circulation of Le Matin is

2,000,000 copies

and a thorough distribution enables advertisers to reach every corner of France while thoroughly covering Paris, Lyons, Marseilles, Bordeaux and other principal cities.

It is impossible to carry on a national advertising campaign in France without using the result-getting columns of Le Matin.

Numerous letters from well-known and satisfied advertisers furnished on demand.

Foreign Advertising Representatives:

Société Européenne de Publicité
10 Rue de la Victoire, Paris

American Advertising Representatives:

Collin Armstrong, Inc.
1463 Broadway, New York

France Awaits You, American Manufacturers!

and the columns of the
world's most important
daily paper,

Le Petit Parisien

2,350,000
Circulation
Daily

are open to your adver-
tisements.

The astonishing results
secured through this medi-
um have convinced Ameri-
can advertisers (names on
application) who export or
have established branches
in France, that no cam-
paign can be begun with
any chance of thoroughly
covering the field if

Le Petit Parisien

(the largest circulation of
any daily newspaper) is
not included.

Paris Representatives:

Société Européenne de Publicité
10 Rue de la Victoire

American Representatives:

Collin Armstrong, Inc.
1463 Broadway
New York

New York "Times" and Government Bond Advertising

(Continued from page 64)

the Government discriminates constantly. It doesn't buy shoes and blankets and steel from all manufacturers but only from those who can meet certain conditions of price and quality and delivery. These conditions are determined by experts who discriminate constantly among manufacturers in deciding whether or not their products meet the conditions established. The same thing can be done with advertising. It is a commodity with a definite market value. Highly trained men devote their careers to thorough study of the relative values of different forms of advertising to accomplish definite results—such as the sale of clothing, of automobiles, of bonds. There are seventeen thousand men and several hundred women in the various fields of advertising embraced in the membership of the Associated Advertising Clubs. From among this great number, following a careful principle of discrimination and selection, the twenty-five members of the National Advertising Advisory Board were chosen. Their services were offered to the Government without pay for "the duration of the war." It has been their privilege to serve, each member meeting his own expenses, on the first Liberty Loan and on the Red Cross campaign. They stand ready to continue to serve on the same basis.

Now the Board foresaw at once the difficulty Secretary McAdoo has pointed out and it met it squarely by proposing the same plan of action in buying advertising that the Government follows in buying all other commodities. Indeed, it went further and developed a plan for the selection and discrimination among mediums by which those who had absolutely nothing to sell the Government should decide what the Government ought to buy. A

Committee on Plan and Scope of the Board was made up of seven national advertisers and seven national advertising agents, able men who bought millions of dollars' worth of advertising every year for themselves and their clients and who had no advertising in any medium to sell. In the printed plan which the Board submitted to Secretary McAdoo on May third, it was proposed that this Committee would place all of its experience and knowledge, without cost, at the disposal of the Government in selecting mediums for any advertising that might be decided on. Here is a fair and clear-cut way for meeting Secretary McAdoo's difficulty. It would unquestionably work without embarrassment to the Government. No publication or medium would care to appeal from the decision of a committee possessing such knowledge and experience and representing the whole advertising world, as well as the authority of the Government. To appeal would be to advertise the fact that a publication had not been selected by men who had nothing to sell the Government and who were undertaking to buy for the Government space that would give the greatest results; and it would be to flout the judgment of men who annually place millions of dollars' worth of advertising, a fact which would not be without influence. The Board submits that no plan fairer and better calculated to safeguard the Government, is in force to-day that excels this one. Moreover, the official representatives of all of the great fields of advertising have expressly stated that the plan was absolutely fair and that they would abide by it.

The same issue of the *Times* which contains this editorial carries a dramatic story from Washington about the successful motor that has been invented for our great air-craft fleet. Secretary Baker announced that this triumphant result came from the co-operative skill of able engineers. Some day the Government will learn that advertising and selling have developed from the dark age

It has been proved
that with one daily
paper in France:

LE PETIT JOURNAL

**1,250,000 Daily
Circulation**

any advertised product
may be successfully
marketed. Two pro-
prietary articles now
having a sale running
into millions were
launched solely through
the columns of

Le Petit Journal

(names on application)

Le Supplément Illustré,
Weekly Illustrated, 600,000
circulation.

La Mode du Petit Jour-
nal, Fashion Supplement,
250,000 circulation.

Paris Representatives:

Société Européenne Publicité
10 Rue de la Victoire, Paris

American Advertising Representatives:

Collin Armstrong, Inc.
1463 Broadway
New York

L'Echo de Paris

Morning Daily Newspaper

**Literary, Political
and News Articles**

Directors, Henry and Paul Simond

The world's news by cable from special correspondents. L'Echo de Paris is always reliably and rapidly informed. L'Echo de Paris has a special wire to London.

**Telegraphic Address:
ECHORIS-PARIS**

Of the Paris dailies, L'Echo de Paris is the one more specially read by the wealthy and aristocratic classes, the clergy, the army, financial and industrial circles and by members of liberal professions. L'Echo de Paris was adopted by:

Aristocracy—Owing to its society columns.

The Clergy—Owing to its particular connections in Rome.

The Army—Owing to its exact and precise information and the special war articles by its collaborators on military questions in general.

Financial Circles—Owing to the rapidity and truth of its news service.

Liberal Professions—Owing to its staff of editorial and feature writers unequalled by any other daily.

Industrial and Commercial Circles—Owing to the value of its opinions on all economic questions.

SUBSCRIPTION

1 year, Frs. 35.00 6 months, Frs. 18.00
3 months, Frs. 10.00

ADVERTISING RATES

3rd page, 3 last columns - Frs. 10. per L.
3rd page, 3 first columns - Frs. 15. per L.
2nd page - - - - - Frs. 25. per L.
Paragraphs - - - - - Frs. 30. per L.

Head Offices

6 Place de l'Opera Paris
Foreign Advertising Representatives
Société Européenne de Publicité
10 Rue de la Victoire Paris
American Advertising Representatives
COLLIN ARMSTRONG, Inc.

1463 Broadway New York

of haphazard and guesswork and become so grounded on knowledge that they can be practiced most skillfully by those who know the most about them. Then carefully co-ordinated plans of selling and advertising will be carried out that will effect so many economies that a bond issue will be floated at one-half the cost in money and time required to float the first one. In the meantime the National Advertising Advisory Board, as it has told Secretary McAdoo, stands ready, with its twelve district boards and with the thousands of advertising men it represents, to serve the Government, without cost for its services, in every possible way.

HERBERT S. HOUSTON,
*Chairman of the National
Advertising Advisory Board.*

[The original editorial in the *Times*, which brought out the foregoing, follows.]

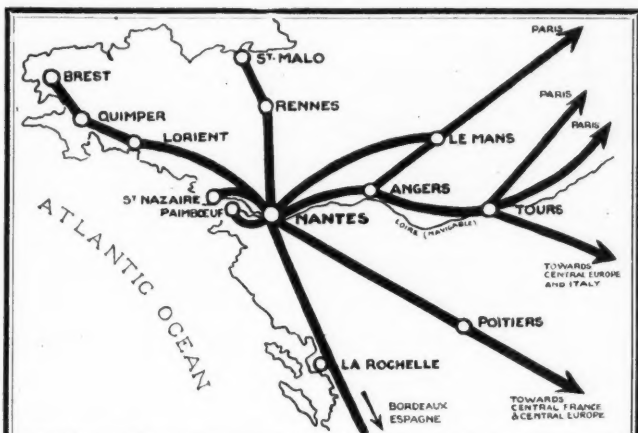
ADVERTISING THE BONDS

Representative Johnson, of California, offered in the House the other day an amendment to the Bond bill providing that a sum not in excess of \$2,500,000 "shall be used for advertising in the daily and weekly papers and such other mediums of publication as the Secretary of the Treasury may direct." This was an amendment to the section of the bill providing for the payment of all necessary expenses, including rent, incident to the sale of the next issue of war bonds. In support of this amendment communications from publishers were read in the House, chiefly from publishers of newspapers published in California, The Southern California Associated Dailies, the *Evening Index*, the *Fall Brook Enterprise*, and the *Lost Hills Gusher*.

To this and all proposals for advertising the war bonds Secretary McAdoo has made a sufficient answer in this explanation of the practical effect of a requirement that the Government shall promote the sale by paid advertising:

"A private enterprise may advertise in a selected number of mediums most useful for its purpose, and may control its expenditures for that purpose without any limitation except its own desires or ability to pay. If the Government engages in such a campaign it must advertise in every newspaper and periodical in America without discrimination; all must have equal treatment and should have equal treatment. . . . The cost of such an undertaking would be very great and would exceed the appropriation which Congress has thus far made available for the sale of Liberty bonds."

It is not going to be necessary to promote the sale of bonds by paid advertising. Mr. McAdoo points out that the



Western France

Capital—Nantes, 200,000 inhabitants.

Industrial and agricultural center.

Seaport and port for interior transportation.

Double railway system towards Brittany.

Triple railway system towards Paris.

Double railway system towards Central Europe.

One railway system towards the south.

Two deep water harbors, one at ST. NAZAIRE with 50,000 inhabitants in full activity, the other at PAIMBOEUF in course of construction.

In Nantes, St. Nazaire and Paimboeuf, the three principal cities, there is considerable activity. The Lower Loire district is becoming one of the most important industrial centers of France and specializes in the construction of machinery, ship building, metal industries, canned goods, sugar manufacturing, soap refineries, and the manufacture of food products in general.

The western part of France, so rich in iron ore, contains a wealth of other mines.

From an agricultural standpoint warmed by the Gulf stream, this region is specially favorable to wine growing, cider manufacture, the growing of grain, fruit, vegetables, flowers, hay, etc., and has before it a wonderful future.

There are two important papers in this district.

LE PHARE de la Loire de Bretagne et de Vendee. This paper of independent policy treats especially of industrial, maritime and economic questions and has ten daily editions.

LE POPULAIRE, whose political opinion has established it firmly in this region, is read specially by the laboring population, not only in the cities but in the surrounding countries.

Advertisers in using these two papers cover the entire district thoroughly. These papers appear daily in 6, 8 or 12 pages.

FOREIGN ADVERTISING REPRESENTATIVES

Société Européenne de Publicité

10 RUE DE LA VICTOIRE PARIS

AMERICAN ADVERTISING REPRESENTATIVES

Collin Armstrong, Inc.

1463 BROADWAY NEW YORK

La Dépêche

de Toulouse 48th Year

*Published daily at Toulouse (France)
Paris Office: 4 Rue du Fbg. Montmartre*

La Dépêche covers each day a field comprising fully one-third of France. It is read in the vast industrial and agricultural regions located in the center, south and south-west of France, and the buying power of its readers is practically unlimited. Twenty-eight departments are reached by La Dépêche which brings news each day to over 1,000,000 readers.

Foreign Advertising Representatives
Société Européenne de Publicité
10 Rue de la Victoire :: :: Paris
American Advertising Representatives
Collin Armstrong, Inc.
1463 Broadway :: :: New York

LE PROGRÈS

OF LYONS (Lyon)

DAILY REPUBLICAN NEWSPAPER

LYONS—85 Rue de la Republic 85—LYONS

DAILY AVERAGE CIRCULATION 250,000 COPIES

The most important provincial daily in France. Special correspondents in Paris, London, Madrid, Rome and the capitals of allied and neutral countries.

Of special value to foreign advertisers who desire to reach the wealthy and industrial classes of French provinces.

ADVERTISING DEPARTMENT

85 Rue de la Republique, Lyons

FOREIGN ADVERTISING REPRESENTATIVES:

*Société Européenne de Publicité
10 Rue de la Victoire, Paris*

AMERICAN ADVERTISING REPRESENTATIVES:

Collin Armstrong Inc.

1463 Broadway - - - - - New York

From the Loire
To the Pyrenees
Everybody Reads
La France

of Bordeaux and the
Southwest Daily
Republican Newspaper.

Its 335,000 daily circulation reaches 34 of the wealthiest departments of France and its power as an advertising medium is undenied by all familiar with conditions in France.

Its special articles and features have secured for LA FRANCE a class of readers of great value to advertisers. Rates on application from:

Société Européenne de Publicité
Foreign Advertising Representatives
10 Rue de la Victoire
Paris

Collin Armstrong, Inc.
American Advertising Representatives
1463 Broadway
New York

COPY

NOT brilliant, convincing and the rest of the adjectives—**SELLING TALK!**

Written with the knowledge and versatility acquired in 22 years of manufacturing, buying, selling and advertising.

LAYOUTS

of a decided individuality to go with copy if desired. Also rather out of the ordinary suggestions for Direct Mail Folders, Booklets, Etc.

Consultation by appointment

Charles N. Dennett
136 Federal Street, Room 317
Boston, Massachusetts

—LYON—

(Lyons)

REPUBLICAIN

The principal daily newspaper in
Central and Southeastern France
Daily Circulation: 200,000

Advertise in

LYONS the great industrial and commercial metropolis.
LYONS the centre of French imports and exports with America.
LYONS the home of the annual Fair intended to replace the Leipzig Fair.
LYONS where all international routes meet.

LYON RÉPUBLICAIN

LYON: 6, Rue Childebert
PARIS: 2, Rue des 2-Colonnes

Foreign Advertising Representatives
Société Européenne de Publicité
10 Rue de la Victoire Paris
American Advertising Representatives
Collin Armstrong, Inc.
1463 Broadway New York

“ It seems to me,” writes a New York publisher, “that irrespective of the way you might figure personally in the matter, every owner or user of a trade mark in this country could read your book with great profit. Particularly illuminating are your remarks at the bottom of page six in which you define the functions of advertising copy as applied to trade marks.”

I am beginning to think that it is a pretty good little book, if I did write it myself. I'll send it gladly upon request.

ROY W. JOHNSON

*Trade Marks · Trade Names
The Protection of Good Will*

Mutual Life Building
32 Nassau Street
New York

The Billboard

covers every section of that vast field wherein the professional entertainer, be he actor or acrobat, performer or platform speaker, movie operator or animal trainer, moves and lives and has his being.

And Dominates Them All

Although this sounds like the empty, grandiloquent, meaningless, claim-all spiel of a sheet that has nothing in particular to feature, it is in reality a SOBER, CONSERVATIVE STATEMENT OF FACT.

Established 1893

Member A. B. C.

The Billboard Pub. Co

Cincinnati, Ohio

New York
Broadway & 42nd

Chicago
Monroe & Dearborn

newspapers and press associations loyally and powerfully co-operated with the Government in the first Liberty Loan. “They carried its message into every home in America and deserve great praise for their service of patriotism.” In telling the people of the financial needs of the Government and the details of the bond issue they were printing news; in urging subscriptions to the loan they were performing a patriotic duty. The newspapers, says the Secretary of the Treasury, “have the satisfaction of knowing that they contributed immeasurably to the success of the loan.”

Mr. McAdoo has not decided the question; that is for Congress if it chooses to take action. The Secretary says that the question is being carefully considered, but we assume that, unless otherwise directed by Congress, he will not embark upon the costly and unnecessary venture of advertising the next issue of bonds. The newspapers can be depended upon to render the same loyal and patriotic service in connection with the next issue that they rendered in helping the sale of the Liberty bonds. Mr. McAdoo is right—paid advertising of the bonds would be both expensive and superfluous.

Clinton W. Sweet Is Dead

Clinton W. Sweet, founder of Sweet-Orr & Company, was found dead in bed in his home in Yonkers, N. Y., last Monday. Mr. Sweet was one of the first in this country to engage in the manufacture of overalls. Forty-seven years ago James Orr came from California to New York with an idea for a new kind of work trousers. He had no money to finance his plan, and went to Mr. Sweet, who was a relative of his, for help. Sweet advanced him \$100. Orr made such a wonderful showing in a few months on this insignificant capital that Mr. Sweet decided to join him in the venture. The business, so humbly started, has grown to be one of the largest in the industry.

C. W. Sweet was the founder of the *Architectural Record*. He was publisher of this and also of a weekly real estate publication at the time he entered the overalls business.

Stewart-Warner Advertise New Lens

“Stewart Lens” for automobile headlights, are the latest specialty in the family of automobile accessories marketed by the Stewart-Warner Co., of Chicago. An introductory campaign is now being launched in the trade papers. The lens retail at \$2 the pair.

Appointment by “American Khakiland”

E. B. Johns, corresponding secretary of the Army League of the United States, has been appointed associate editor of *American Khakiland*, of Seattle, Wash. His headquarters will be in Washington, D. C.

Mail-Order Advertising Men Wanted

We have several openings in our Advertising Department for a number of skillful, experienced advertising specialists. We want young men who have had definite experience in special lines such as hardware, furniture, house furnishing goods, carpets and rugs, agricultural machinery, gasoline engines, stoves and ranges, paints and wall paper, vehicles and harness and other lines of general merchandise. We are not looking for men capable of producing unlimited quantities of hot air, but men who have such primary knowledge of merchandise, including materials and processes of manufacture, as will enable them to prepare detailed descriptive advertising matter which attracts attention, arouses interest, creates desire and a resolution to buy.

We want also an A-1, direct-mail catalog editor to standardize the writing of our Advertising Department and bring out to full advantage the selling features of 150,000 items of general merchandise. We want a man who will put real salesmanship into the pages of one of the largest mail-order catalogs issued—and minimize the possibility of errors by painstaking attention to the details of copy and proofs. This man should possess tact, initiative and a wide knowledge of general merchandise. We prefer a married man, over thirty. To this man, wherever he is, we offer a permanent and profitable connection.

The young men we are looking for will be more concerned about the opportunities offered them in these positions than in the initial salaries, although we will pay you from the beginning all that you are worth. This organization's fifth anniversary occurs on January 3, 1918, and in these short years we have taken our place as the third largest mail-order house in America. A growth like this creates an unusual demand for high-class mail-order men and opens wide the door of opportunity for greater achievement and earlier advancement than is ordinarily found in commercial organizations.

Have you the knowledge, experience and ability to qualify? Have you, also, the ambition to do things, the energy to apply yourself to the uttermost and the adaptability which enables you to fall in line as a team worker in a big, aggressive, successful organization?

If you have all these necessary qualities, write me in detail, giving your age, experience, previous employers, religion and salaries earned. Your letter will be seen only by the undersigned and held as confidential. None of your references will be approached without first obtaining your consent.

Incidentally, your letter selling yourself to me offers you a splendid opportunity to demonstrate your sales ability.

BURDETTE J. BEARDSLEY, *Vice-President*

The Charles William Stores, New York City

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 10 Rue de la Victoire, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, SEPTEMBER 27, 1917

How the Match Industry Could Meet Public Criticism No business is so big, no concern enjoys such a fair name that it can afford to ignore prejudicial criticism. Time and time again, it has been shown that if a business institution does not tell the public its side of the story, people will believe the other side.

At the present time, the American match industry should be giving some heed to this principle. Recent reports, coming from Washington, explaining the cause of the poor ammunition turned out at the Frankford arsenal, reflect on the match business of this country. The import of these stories is that inferior material is now used by the manufacturers and that as a result matches do not burn well. President Fair-

burn, of the Diamond Match Company, on behalf of his own concern as well as its legitimate competitors, indignantly denies these allegations. He says that while the war has put the match manufacturers to no end of trouble, at no time has the quality of the product been lowered. It seems to be true, nevertheless, that during the last two or three years the country has been flooded with inferior matches. It develops, however, that these poor matches are of foreign manufacture. Their makers have closely imitated the appearance, though not the quality, of the best American and European brands. Buyers are often deceived and since they are not likely to know the origin of these poor matches, the chances are they will make a wholesale condemnation of all match manufacturers.

Here is a situation that a big, reputable institution like the Diamond Match Company should not tolerate. It can knock it in the head in no time. All it has to do is to tell its story to the public. If this company would tell people of all the expensive and brilliant research work that it has done to maintain the quality of its product, despite war shortages, it would be the most effective sort of advertising copy. Match buyers are now floundering for lack of guidance. They have not been taught to ask for specific standard brands. Whether or not they get good matches is a matter of luck. Advertising would tell them how they could always be sure of finding match satisfaction.

The advertising of matches has always seemed to promise rich rewards, but don't the prevailing conditions in the industry now make the opportunity greater than ever? It is another case of where advertising could turn an emergency into capital.

How One City Has Better Business "Cleaned Up" The first annual report of the Commission of the Cleveland Advertising Club has been pub-

lished and gives a highly interesting and decidedly encouraging view of the status of the "Truth in Advertising" movement. The record of achievement is too long to be even summarized here, but it is one which is worthy of attention by any advertising man, not only for its intrinsic interest, but as a significant sign of the times. For Cleveland is not alone in its achievements during the past year. There are many other cities which have also done splendid work in this same direction. The movement is now truly national in its character, and PRINTERS' INK, which has battled long and hard for the enactment of legislation for honest advertising, is glad to note the development of successive phases in the winning fight.

In Cleveland, during the past twelve months, forty-one lines of business have been investigated, one hundred and nineteen cases having been considered and sixty-one bulletins issued in regard to them. In seventy-one of these cases the suspicion was found to be justified, in sixteen it was not, and in thirty-two cases the guilt of the advertiser has not yet been determined. In thirty-seven cases the efforts of the secretary of the commission were sufficient to have the offensive advertising corrected. In nine cases the advertising was discontinued voluntarily, and in only two cases was it necessary to force the advertiser to stop. Only three firms went out of business entirely. However, as is always found to be the case, these statistics give only an inadequate idea of the scope and influence of the Better Business Commission's work. As one subscriber to the supporting fund wrote to the secretary, "For every advertiser whose copy and selling methods have been corrected through your direct suggestions there are at least ten who have profited by their examples." The commission finds, in fact, as similar bureaus are finding in other cities, that its greatest sphere of usefulness lies in the field of "preventive work,"

in educating advertisers up to a higher standard of honesty without waiting for any "overt act" to be committed. It is also found that a great field lies in educating public confidence in advertising, as has been argued in PRINTERS' INK many times.

As might be expected with the unexampled prosperity which this country has enjoyed during the past year, dishonest financial advertisers have been the greatest thorn in the side of the Better Business Commission. Twenty-two of these came into conflict with the commission, and information is on file in regard to more than 100 others. The reputable financial institutions of Cleveland have shown a keen interest in the work and have supported it liberally. A number of indictments have been brought down for officials of the stock-selling companies, and the clean-up in the character of copy appearing in Cleveland is said to have been salutary. Patent-medicine advertising has also given trouble, though the commission is careful to recognize and respect the merits of honest package remedies, honestly advertised. The commission has worked in close co-operation with the Department of Health, which has an "embargo" which is believed to be unique. The local jobbers and retail druggists have been enlisted in the cause, and the statement by the Health Department that any certain medicine is contrary to law or to the best interests and health of the people is sufficient to cause it to be banned from sale in the city. The commission has also secured an ordinance curtailing the activities of itinerant vendors and fly-by-night sales promoters, particularly their advertising. In the case of fake "auction sales" and the like a uniformed police officer is, when necessary, placed on duty in the store where the auction is going on, to see that the public gets a fair deal.

The piano business is one which is peculiarly unfortunate in the amount of unfair and misleading

advertising with which it has been infested. In co-operation with the Cleveland Musical Trade Association several retailers were brought to time, and the absurdly exaggerated claims which had been made in advertising pianos were eliminated. Similar action was taken for the improvement of the furniture, cloak and suit, clothing and department store advertising. Taken all in all, the report of what has been done in Cleveland is a heartening one, pointing as it does to a time when retail advertising will yield a much higher return per dollar invested, because of the justly increased confidence of the public in the honesty and reliability of all advertising.

Squatters on War-Made Markets Must Advertise

The war has given many manufacturers ready access to markets, which in normal times they could have attained only through great effort. Several easy-going companies that have never espoused very aggressive selling methods, have suddenly been shoved into an important position in their trades. These concerns are occupying markets which they have not won and it is time for them to begin considering how they will hold them with the return of normal conditions. When supply overtakes demand and competition once again becomes lively, passive methods of going after business will not be sufficient to hold markets.

One does not have to go far to find an organization or even a whole industry to which these observations patly apply. The food trade alone furnishes us with several examples. Take rice as an illustration. Never before in this country has it enjoyed such popularity. The United States Food Administration is responsible for the statement that the production of the cereal has increased from 1,064,205,000 pounds in 1914-1915 to 1,831,590,000 pounds in 1916-1917. At the same time the per capita consumption has gone up from 11.34 pounds to 17.33 pounds.

In other words, the average person is now eating six pounds more of rice a year than he did two years ago. This enormously increased business has literally been handed to the rice producers. This increase is due more to the high price of wheat and potatoes, as the Food Administration says, than it is to the selling efforts of the rice people.

But what is going to become of this extraordinary demand for rice after wheat conditions become normal? Won't people through force of habit go back to their former methods of eating? And neither is force of habit the only force that will urge folks back to their old ways. Manufacturers of wheat and other cereal products are, through advertising, constantly creating demand for their foods. On the other hand, the rice producers have been wont to let demand take care of itself. Here and there, as PRINTERS' INK has recorded, rice associations and rice mills have occasionally advertised. Several big campaigns in behalf of the cereal have been projected, but have usually petered out before they were undertaken. Advertising has never been given a fair chance to show what it can do to make rice an everyday staple food.

Even though they may at present have all the business they can handle, now is the time for the rice producers to advertise. In that way they can permanently win markets, which they are now holding through a sort of squatter's right. The rice people are now in the market. That makes their advertising task all the easier. To advertise to hold what you have is much simpler than to advertise to get what the other fellow has. But regardless of who holds the markets now, after the war they are going to belong to those who make the strongest bid for them. Therefore, concerns who are squatting on war-made markets, should insure a permanent title to their easily won trade by building for the future now.

WOMAN'S WORLD
announces the appointment of

Rodney B. Stuart

as Eastern Advertising
Manager with head-
quarters in the New
York Office.

In making this pro-
motion we give recog-
nition to a man who
has brought a high de-
gree of merchandising
ability to his advertis-
ing work during the
three and a half years
he has been with
WOMAN'S WORLD.

Spencer H. Framming

EMPLOYERS

**We Can Fill The
Vacancies In Your
Organization**

BRIGHT

men and women with successful experience are waiting to fill the gaps made in your organization through unavoidable circumstances. Give us your requirements and we can immediately put you in touch with

Office Managers	Accountants
Credit Men	Traffic Men
Bookkeepers	Stenographers
Ledger Clerks	General Clerks,
	etc.

□

SERVICE FREE TO EMPLOYERS

□

ALLIANCE EXCHANGE
AGENCY

29 Liberty St. New York City

Advertising Agency Wants

Office Manager

MUST be expert in buying space and experienced in all details of managing an advertising agency office; must understand plates, printing, forwarding, accounting, &c.; one of the leading agencies, an agency where there are no office politics, therefore an excellent opportunity for a real agency managing executive, who appreciates harmonious environment and the chance to make money; only full agency experience, as outlined above, considered.

Address O. M., Box 9, Printers' Ink

Reduces Operating Cost to Minimum

California Fruit Growers' Exchange Conducts Business at a Cost of 1.55 Per Cent—Annual Report Shows Advertising Investment of 2¼ Cents a Box on Oranges

THE economy of marketing food products through a co-operative association is strikingly illustrated in the annual report of G. Harold Powell, general manager of the California Fruit Growers' Exchange. For the year ending August 31 the operating cost of the Exchange was less than four cents per packed box, or 1.28 per cent on gross sales. This operating cost covered the maintenance of all of the Exchange departments, the salaries and all other expenses of the sales agencies, brokerages, the daily market news service, the collection of claims, the inspection of railroad service along the different routes and expenses necessary in safe-guarding the interests of the growers in rate, tariff and legal matters.

"The large volume of business handled," said Mr. Powell, "has resulted in the lowest cost of operation per box in the history of the Exchange.

"The average cost of the District Exchange was .0081 cent per box, making the total average operating cost of the Exchange service 4¾ cents per box, or 1.55 per cent of the delivered value of the fruit.

"In addition to the operating cost, the Exchange has expended 2¼ cents per box on oranges and 4 cents per box on lemons for national advertising and in dealer service work, to increase the consumption of citrus fruits and place the market for them on a year-round basis; to make the Sunkist brand synonymous with 'Uniformly good oranges and lemons' and to increase the buying temptations and make it easier for people to purchase oranges and lemons and

more desirable for dealers to push the sales of these fruits."

The crop of all the principal varieties of citrus fruit was the largest ever produced by California. And yet this crop, because of the general prosperity of the country, was marketed at satisfactory prices. "While the values of citrus fruits did not increase like the prices of the staple foods," Mr. Powell says, "the greatly enhanced purchasing power of the people allowed more consumers to buy these delicious and healthful fruits regularly, creating a steady demand throughout the season, except for a few weeks following the entry of this country into the war. The shortage in the Florida orange and grapefruit shipments on account of frosts overcame to some extent California's increased crops and a larger percentage of the total citrus supply being handled through the Exchange, allowed of a more intelligent distribution."

The important part played by advertising in marketing the fruit is evidenced by the fact that shipments have increased 80 per cent in the ten years during which the Exchange has been advertising, or four times as rapidly as the population of the country.

"The effect of advertising a good article is cumulative and becomes stronger as the advertising continues," says the report. "Sun-kist is now a household word and the public is more and more being convinced of the advantages of a greater use of citrus fruits in the daily diet. The expenditures of the past for publicity are partly investments for the future and advertising must be largely depended upon to increase the demand sufficiently to profitably dispose of the constantly increasing citrus crops of the United States."

In Charge of "Virginia Dare" Dress Advertising

Marcus F. Weinberg, formerly in charge of the advertising department of M. & H. Rentner, New York, has been appointed to manage the advertising of King & Applebaum, of the same city, makers of "Virginia Dare" dresses.

Advertising Position WANTED

An advertising man of experience and achievement wishes to enter the publicity end of the manufacturing field.

He has created most of his advertising and managerial ability by ten years of hard work in the initiative-developing atmosphere of some of the country's largest retailing institutions.

Through this training he has become expert in news gathering and in uncovering selling points, and making good in such positions has also proved him a hustler from the word "go," with considerable executive ability.

This man has had charge of newspaper, letter, catalogue and circular publicity, from the buying of space and paper stock to the finished work. He owes his present position in no small measure to his knowledge of art work, lay-out, typography, engravings, press-work, etc.

Age 36. Total abstainer. References, gilt-edge, including advertising agency with national reputation.

He can make himself valuable to some progressive manufacturer. A responsible position on the staff of some "big" advertising executive might also afford the desired prospects.

Address "OPPORTUNITY," Box 5, care Printers' Ink.

WANTED:

*A Publisher's Right Arm
Also the Brains to use it*

REQUIREMENTS: Experience in publishing business, advertising, circulation, editorial. Should be diplomatic correspondent and clear talker, with pleasing address; good executive and organizer, and able to manage detail.

Salary will be commensurate with the ability of the man selected.

An excellent opportunity for rapid development for a thoroughly competent and experienced man capable of acting as confidential assistant to publishers having large interests.

Write stating qualifications, all letters held sacredly confidential.

Address "Publishers' Assistant," Box 6, care Printers' Ink.

The Little Schoolmaster's Classroom

A DISTINGUISHED public speaker was telling the Schoolmaster not long ago of his methods in holding an audience. "When I see them beginning to get restless and look at their watches, I tell them a story instantly," he confessed. "People will always yield to the appeal of a narrative. Even a dull story is more gripping than a brilliant argument which is couched in theoretical terms. It seems as though people can't stand the strain of abstract thinking for very long at a time—and a story is one of the most concrete forms of mental effort."

Do copy writers have a tendency to overlook this fatal tendency of the human mind to wander away from a theoretical argument, and to follow with close interest a story? Certainly good stories in the advertising pages are rare enough so that when one does come along it makes a sharp impression on the mind. Here is one which the Schoolmaster saw the other day, which has not only the merit of opening in a brisk, swinging narrative style, but is also built skillfully around the main idea in the advertiser's argument—the quality of his goods. It is an advertisement of Henry Disston & Sons, of Philadelphia, makers of Disston saws and tools, and runs as follows:

John S. Henry, a carpenter of Robeson, Pa., died some fifteen years ago and his tools were sold at auction. The auctioneer read the maker's name on a rip saw. "It's a Disston," he said.

After brisk bidding the saw was knocked down to Jacob L. Ruhl, of Manheim, Pa., who found this inscription scratched on the blade:

"John S. Henry, Robeson, April, 1864."

When John S. Henry wrote his name and the date on this saw the Battle of the Wilderness was still to be fought, the Alabama was still ranging the seas, and the Presidential campaign which re-elected Abraham Lincoln was still months away.

The saw was to serve John S. Henry for the rest of his life—nearly forty years. Then it was to go on building homes in the hands of its new owner,

and in 1917 he still at work as young Americans by the thousands again rally to the defense of their flag, fifty-three years after the war-stricken Spring in which old Mr. Henry scratched his name upon it.

This is the kind of service the Disston name stands for. Ask your carpenter. He probably is still using one or more Disston saws with which he began working at his trade.

* * *

The "story form" is equally gripping when it appears in a circular letter. Witness this one from Pratt & Lambert, paint and varnish manufacturers, to retailers on their prospect list:

DEAR SIR:

On Tuesday he was the richest and best beloved man in his town.

On Thursday he was a homeless pauper.

Yet within six months he was on his feet again, practically as well off as ever—why? Because he had a good name.

People had trusted him when he was rich, and their trust had not been betrayed. He had helped men who were down, and when misfortune came to him, they were his friends. He had a good name.

Your good name is worth more to you than anything you own—just as ours is to us.

Your name stands for your personality, your business methods and the lines you carry. Just as one man's character places him head-high above his neighbors, just so your goods can make you a leader in your business—provided those goods bear a name as well and favorably known as your own.

The value of the Pratt & Lambert name cannot be expressed in money—and the care with which it is protected cannot be expressed in words.

Join our name with yours, and you increase the value of both. Thousands of dealers the country over will tell you so, and from our own experience we know it to be true. When you become a P. & L. dealer, you have added a new partner to your business—one whose chief effort is to serve.

The enclosed card will bring you all the facts. Mail it to-day.

Very truly yours,

The Schoolmaster believes that that letter has the right ring to it, recognizing as it does that the manufacturer is not the only man with a good name worth conserving.

* * *

A few weeks ago the Schoolmaster commented on the fact that

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what **Rapid's Service** means.

QUOTATION WANTED

for a large number of

First-class Electrotypes

Order to be given October, 1917

"ELECTRO," Box 8, Care of Printers' Ink

Population 67,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

Brockton Daily Enterprise

Daily Edition exceeds 15,000

Flat Commercial rate 40 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements. Best city paper. Write us for booklet of General Business Information.



To make your Advertising an investment—not an expense | TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

OPPORTUNITY

for man with Ten to Twenty thousand to get large interests in a business fully protected by patents which is increasing at rate of 100% per year. Must spend part of time on road instructing agents and selling to Cities, Counties, Railroads and large advertisers.

Address

"M. T.," Box 7
Care Printers' Ink

PROCESS COLOR
CATALOGS **BOOKLETS**
HOUSE ORGANS

CHARLES FRANCIS PRESS is especially equipped to handle and expedite orders for high grade **PRINTING Service—the best**

PRINTING CRAFTS BUILDING
Eighth Ave., 3rd to 5th fls.
NEW YORK

**STUBBS
OFFSET
PRINTING**
ADVANCED IDEAS
IN PRODUCING
BETTER PRINTING
**THE STUBBS CO
DETROIT**

GUMMED LABELS

FOR *Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

McCORT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose labels. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue

McCORT LABEL CABINET CO.

H. H. BLACK, Pres.

53 Bennett St.

Bradford, Pa.

the retail grocer makes his biggest profit on the "combination" orders where a housewife buys a whole list of things to be delivered together (this being of course the most frequent type of sale among the regular customers of any store). On such sales the overhead is smallest, and the nature of the usual sale brings the average of profit up to a respectable point, even though there are several items on which the margin is close. It is therefore not to be wondered at, that advertisers whose products are such as logically create additional sales of associated materials should use this fact as a talking point; and the Schoolmaster is interested to see that this is being done.

* * *

For instance, Knox Sparkling Gelatine is being advertised in grocery trade-papers with a picture of a package of the gelatine walking into the housewife's market basket, followed by a procession of other goods—sugar, extract, an orange, etc. The headline points out to the grocer that "You sell all these articles when you sell Knox Sparkling Gelatine," and the copy emphasizes the fact that with the gelatine the housewife must use fruit, extracts, nuts, canned tongue or chicken, etc. Another advertisement drives home the point by showing a woman telephoning to the grocer to "Send me number one and number three Knox Gelatine, and I must have sugar and



"CLIMAX" SQUARE-TOP PAPER CLIPS

The Clip That Grips. Send for sample. Compare the grip, neat packing, etc., with any other clip. You will order the "CLIMAX." Note these prices:

F. O. B. BUFFALO	
Packed	Packed
10,000 to the box per 1,000	1,000 to the box per 1,000
10,000..... 15c	10,000..... 17c
50,000..... 10c	50,000..... 12c
100,000..... 8½c	100,000..... 10½c
500,000..... 8c	500,000..... 10c

Buffalo Automatic Mfg. Co.

457 Washington Street BUFFALO, N. Y.

flavorings, too." "Knox Sparkling Gelatine is *unflavored*," this copy points out, "so when a woman buys it she also buys something to use with it, and that means *extra profits* for you!"

* * *

The same idea is skillfully brought forward in copy for "Five Roses" flour, in Canada. In this case the point is made by giving the "serial story" of a sale, as follows:

3:30 P.M.—Customer calls and orders a bag of Five Roses flour. So the grocer logically suggests possible need of vanilla, icing sugar, raisins and other baking ingredients.

Customer had forgotten she required extract. Also ordered shortening and a few spices.

3:45 P.M.—Customer leaves store after buying considerably more than she had intended. Appreciative as well for the grocer's helpful suggestions.

When a woman orders a bag of Five Roses flour, she suggests to you the ready sale of other baking ingredients. It is an opportunity that a good salesman never misses. When she mentions a baking ingredient, why not suggest Five Roses and every other single article that goes into the oven with flour?

In these days when the average grocer is struggling desperately with the rising cost of doing business and in many cases finds himself unable to adjust his own prices to keep pace with the wholesale advances, the Schoolmaster opines that such copy as this, with its suggestion of increased sales without proportionately increased overhead, will find a ready response in the trade.

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 133,992. Rate 35c.

We want a District Representative in

**New York
Philadelphia
Boston**

to answer inquiries and call on National Advertisers regarding

ANIMATED TRAILER FILMS

The New Dealer's Help

Manhattan Slide & Film Co., Inc.

"Trailers that Lead"

118 East 28th Street, New York City

Largest Circulation of Any German Catholic Weekly—38,700

ST. JOSEPHS-BLATT
SAINT BENEDICT, OREGON

Founded 1888—Reaches Rural and City Population all over the Union

The Five and Ten Cent and Variety Store MAGAZINE

The Publication to Use for Reaching Buyers of Popular Priced Merchandise
Retailing from 5 cents to \$5.00.

Oldest and Largest Publication in the Field with Largest circulation. Produced Satisfactory Business for Hundreds of Concerns During Past Nine Years.

Chrest Publishing Company
Gerke Bldg. Cincinnati, O.

STALKER'S UNIVERSAL RATE SERVICE

Published **FOUR TIMES** a year—**QUARTERLY**

**A SERVICE
Not a Directory**

Gives essential data on all Magazines and Newspapers having Circulation 5000 or over. Compiled in the most convenient form for quick reference and pocket or pigeon hole use. Endorsed and used by over 250 Agencies—hundreds of Advertisers—Publishers—Special Representatives.

Every advertising man should have it. Write today—save yourself tomorrow.
THE STALKER ADVERTISING COMPANY, INC. 831 Nasby Bldg., Toledo, Ohio

Classified Advertisements

HELP WANTED

WANTED—Young man as assistant to advertising manager of trade publication. Knowledge of stenography desirable. Box 977, care Printers' Ink.

GOTHAM STUDIOS, INCORPORATED, can use the services of 2 letterers and 1 figure man. We want good artists, *ambitious*, and versatile in modern art. Write 1133 BROADWAY, New York.

Wanted—Business manager for weekly industrial magazine. One who is competent to handle both advertising and circulation. Location, Chicago. Good opening. Address, stating experience, age, salary, Box 959, care Printers' Ink.

WANTED

Assistant to publisher of daily paper in small Eastern city. Young man familiar with mechanical as well as business department desired. State experience and references. Address K. M. B., Box 978, care Printers' Ink.

Copy writer wanted for promotion department of large Eastern newspaper. Preferably man with reportorial as well as advertising experience. Salary to start \$35.00-\$50.00. Excellent future for a good man. Address in confidence, Box 979, care Printers' Ink.

Energetic business man to take active and financial interest in well-known studio; knowledge and ability required to represent studio, illustrating mail-order catalogues, booklets, folders; ideas needed for securing business and contracts. Box 982, care Printers' Ink.

FOR SALES SERVICE

AND

PROMOTION WORK

A man familiar with PAPER and Printing. Give full particulars, with qualifications and salary expected. Address Box 980 care Printers' Ink.

A representative importing firm, handling imported and domestic Velvetens and Pile Fabrics, has an opening for a high-grade salesman, well acquainted with the cloak, suit, dress and skirt manufacturing trades. One who could in addition to selling, act as sales manager over a staff of twelve men. For such a man a splendid opportunity is offered with an ample field and arrangements for adequate remuneration and possibilities that are only limited by the man's ability. Answer should state fully experience, etc. Box 966, care Printers' Ink.

Advertising solicitor, high grade, with some knowledge of music. Established musical specialty. Liberal commissions. Live prospects furnished. Ten-week campaign. Answer quick by letter, including references. Musical Blue Book Corporation, 105 West 40th St., N. Y.

AUTOMOBILE EDITOR WANTED!

Preferably a man who has served as an automobile editor of either a trade paper or newspaper. Must be thoroughly familiar with the automobile field; with its manufacturing and selling problems; must have perspective to recognize "Good News"; must be analytical, thorough and constructive. Moreover, should have acquaintanceship with the trade. For such a man there are good opportunities to engage with an established trade paper organization. State experience, references and salary desired. Box 973, care Printers' Ink.

WID GUNNING

the recognized authority in the film business, wants an aggressive, intelligent young man as assistant. Would prefer one capable of acting as secretary and needs man with knowledge of advertising. Desires man seeking future, not a job. Previous film experience unnecessary. Apply by letter only, stating qualifications fully and salary desired, to Wid, Times Bldg., N. Y. C.

Railroad Executive Wants Secretary - Stenographer With Newspaper Training

Young man, who is competent stenographer, accurate and swift; of good habits and with executive ability, who has had reportorial experience on good daily newspaper. Splendid opportunity for bright, ambitious fellow—good salary, promotion as deserved, liberal amount of road work with transportation supplied. Applicants will please give full information regarding themselves and supply references in first letter, stating salary expected. Address Box 967, care Printers' Ink.

Good Solicitor WANTED

Man able to get accounts and has accounts can line up unusual service for his clients here. Personally, he can make a larger income, and if he is a big man potentially, he can make himself a very important part of a rapidly-growing agency now doing almost quarter of a million dollars' business. Box No. 962, Printers' Ink.

Wanted—An experienced editor for weekly magazine circulating among manufacturers, railroad men and financial men. Must be able to plan features and write strong editorials. Good, permanent position and good salary. Location Chicago. Address Box 958, care Printers' Ink, stating trade paper experience, age and salary.

Assistant Advertising Manager wanted by old, established manufacturers of a well-known canned food product.

Advertising is done mainly by the services of specialty men calling on grocers, window displays and direct work to the consumers. Good opportunity for a man who has had some experience in similar distributing methods.

Full business record must be given, age and salary wanted for first year. Headquarters would be New York City.

Reply Box 963, Printers' Ink Office.

Replies will be considered strictly confidential.

AGENCY Mechanical Dept. Needs A Manager

One of the largest advertising agencies in the Middle West needs a man (25 to 35) to manage its printing and engraving department. This man must be agency-trained; must know how to plan good typographical and engraving effects, and how to buy good printing and plates of every description. Only those applicants sending full details, representative samples of work, and photograph in first letter will be considered. Box 961, c/o Printers' Ink.

Wanted: Newspaper advertising salesman. Big Southern newspaper wishes to add good producer on local display advertising staff. Suitable salary to right man. Write full details of your work and past record. State lowest salary you are willing to start for, and send photograph. Your letter will be kept in strict confidence and photograph returned promptly. Address, H. A. Casey, Advertising Manager, Box 1616, Atlanta, Georgia.

MISCELLANEOUS

IDEAS. Study the best selling and advertising ideas in America. We clip newspaper ads—your line—all principal cities. Cost small. **BOYD SYSTEM,** WASHINGTON, D. C.

Make Your Office Your New York Address A1 firms only. Mail and Correspondence handled,—telephone and building directory listings. **Alliance, 29** Liberty St., New York City.

Automatic Typewriters.—Attractive offer of 2 Underwood automatic typewriters, in good condition; will produce about 300 letters daily; interesting price; write for details. Box 983, care P. I.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

To Lease 409 8th Ave., at 31st St.

Modern Store 25x100

In Printing Section

Floor will sustain any weight

REASONABLE RENT

M. I. HARRIS

1789 Broadway, N. Y. C.

PRINTING PLANT

FOR SALE. Eastern city. Complete equipment highest grade work; 18 presses, Bindery Monotypes. Sales approximate \$150,000 a year. Owner about to retire. Plant investment over \$100,000. Will sell plant only for \$25,000; good will on fair basis; great opportunity for large corporation to annex a "private" printing plant and enough outside profitable business to maintain low overhead. A bargain for some one wanting a thoroughly organized plant. Address "Private," Box 956, care Printers' Ink.



SELLING AID CUTS insure better returns — high-class artwork at cost of plates only. Attractive, dignified illustrations for putting more pull in house organs, sales bulletins, ginger talks, enclosures, folders, letters, postcards, circulars, dealer helps. Send 25c today for cut book and thirty-two free plans for using cuts — rebated on first order. Selling Aid Cut Service, 609 S. Clark St., Chicago.

ARTIST'S STUDIO FOR RENT

Light, airy, telephone service, in the heart of the advertising section. Possession Oct. 1st. Apply 10th floor, 461 4th Ave., New York City.

POSITIONS WANTED**Art Manager, Engraver, Writer**

Experienced for advertising agency, publicity work or house organ. Moderate salary. "Exempt," Box 964, care Printers' Ink.

Office and Sales Executive

Aggressive, tactful man accustomed to taking initiative. Experience covers thoroughly sales, credits, advertising, office management. Box 969, P. I.

WHAT'S WRONG WITH IT? Send advt., letter, circular or booklet with \$1 for letter of constructive suggestion. I may unearth a sales-weakness. **COPYMAN**, Leominster, Mass.

Sales'—Credit—Office—Transportation

EXECUTIVE

Desires new connections. Age 34 Address M., Box 954, care Printers' Ink

EFFICIENT ASSISTANT

32; advertising training—experience; 4 years credits and collections; educated in modern business; trained in efficiency. Connection desired as assistant to senior executive. Box 960, care P. I.

An advertising solicitor, 30 years old, married, 8 years' experience as a publishers' representative, 7 months as agency solicitor, is seeking a connection in Chicago, with a publication or a small agency, as solicitor. My record will bear investigation. Box 976, care P. I.

Wanted—Position in an advertising office by young man, with sound advertising ideas. Good layouts and business-getting copy prepared. Also some business experience. Ambitious and energetic. An exceptional young man looking for an opportunity. Address Box 955, care Printers' Ink.

There Are Two of Us Girls

Yes, we are *girls*—with all the traits and all the talents of the female of the species—but together, as well as separately, we can make business hum in the promotive or advertising department of any organization. We know it because we have done it successfully for four years in the biggest concern of this kind in the country. Our specialties: writing good copy for ads, booklets and form letters; organizing promotive campaigns of all sorts; carrying out and supervising administrative detail; understanding human nature.

We are not sisters, nor soul affinities, but we'd like jobs together because we are such a good "team" for producing results, that if we had the capital we'd go into business for ourselves. As it is, we will go either singly or together into business for some brainy man who needs us. Address:

TWO MODERN GIRLS,

Box 972, care Printers' Ink

EFFICIENT ASSISTANT

—advertising; credits and collections; a thorough understanding of modern business—executive ability proven by experience; 32 years old; desires connection as assistant to manager. Box 960, care Printers' Ink.

BUSINESS-ADVERTISING MANAGER open for proposition. Experienced in cities of three to four hundred thousand. Successful, reliable, high-class. Understands every department of publishing business and not afraid of keen competition. Make offer quick. Box 968, care Printers' Ink.

Advertising Manager

desires a position in

New York City

Salary \$2,500

Address Box 975, care Printers' Ink

SPECIALIST IN TRADE AND TECHNICAL PAPER COPY

Can take on some more work on a "time" or "piece" basis. Would like to hear from some publication desiring copy service for its advertisers, or from some trade paper advertiser. Samples of work will convince. Box 970, care Printers' Ink.

Advertising Engineer

Graduate engineer with broad experience in all branches of technical advertising, as well as practical engineering experience, is well-fitted to solve technical advertising and sales-promotion problems. Address Box 957, care Printers' Ink.

SALES MANAGER

Young college man, married. Especially successful in trade extension, service and organization team work. Desires a broader field for development and work. Experienced in factory, road, correspondence and sales management (in order named). References show success in sales and merchandising work in connection with national advertising. Box 974, care Printers' Ink.

MR. PRINTER:**Do you need a man**

who can make correct estimates, interview prospective customers, buy materials right, see that the instructions are clear before orders go into the shop, lay-out the work for economy of production, and who knows good printing and how to make it; who is a practical printer right up the line and up to date; who knows how but does not want the whole works for salary? Do you? Then write and get in touch with a man of thirty years' experience in handling and making printing in the shop, office and on the street. He is looking for someone who appreciates conscientious, careful effort for the house. Address Box 971, care Printers' Ink.

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PRESIDENT HOPKINS: Scribner's!



PRESIDENT HOPKINS: To reach men?

PRESIDENT HOPKINS:

Why, I never thought of Scribner's in that light!



SALES MANAGER BLISS:

No, neither did I until I discovered that business men, financiers, lawyers, newspaper editors, trade-paper editors, and so on, were reading Scribner's regularly because of its constructive editorial policy.



SALES MANAGER BLISS:

Why, Mr. Hopkins, the New York Sun and Tribune, the Indianapolis News, Syracuse Post-Standard, Springfield Union, Rochester Herald, and so on, have taken their cue from Scribner's and have actually published editorials based upon the Scribner financial review—and, furthermore, I find that papers like the Baltimore News, the Milwaukee Wisconsin, Portland Journal, Bloomington Bulletin, St. Louis Post-Dispatch, Boston Herald and Transcript, Milwaukee Journal, Philadelphia Ledger, and Providence Bulletin quote liberally from Scribner's.

PRESIDENT HOPKINS:

Bliss, a magazine that has editorial matter of sufficient importance to attract comment from keen newspaper editors is the kind of a publication that we ought to sit up and take notice of—yes, we ought to look Scribner's over pretty carefully.



SALES MANAGER BLISS:

That's what I've been doing, Mr. Hopkins. I've come to the conclusion that Scribner's Magazine represents a virgin field that we ought to cultivate. I feel sure about Scribner's because I've been reading it critically for the past three months. In my opinion the kind of men that read those Noyes financial articles in Scribner's (to say nothing of the other vital editorial features) are the kind of men that can say "yes" or "no," and I'd feel a lot more comfortable if I felt sure that those men knew about us and what we can do for them.

PRESIDENT HOPKINS:

It costs a good bit to use Scribner's, doesn't it?





SALES MANAGER BLISS:

Oh!—somewhere between two hundred and twenty-five and two hundred and fifty dollars a month. I've been figuring their rate and I find that we can use Scribner's every month for a year—at a total cost of a little more than one cent for twelve calls.

PRESIDENT HOPKINS:

That sounds attractive, Bliss.



SALES MANAGER BLISS:

Mr. Hopkins, there has been so much talk about big circulation and big space, etc., etc., the past few years that we have got in the habit of passing with scant consideration solid, substantial, influential mediums like Scribner's, and to our loss, I'm certain.

PRESIDENT HOPKINS:

That's right—it's time we picked out a few good mediums (*that have a sane, staple editorial policy*) that can prove that they reach the kind of men we want to reach, and then hammer these men until we land them, and then keep on hammering to hold them and keep our competitors from getting in.



If we get started first we will have these influential men on our side—and I'm of the firm opinion that the influence of a magazine backed by so substantial a house as the Scribners' is worth a whole lot to us.

I'll send for the Scribner people—we'll get them to tell us all about Scribner's. We'll take the time to hear the whole story—then if they prove up to our satisfaction, the agency folks can get up some copy especially adapted to Scribner's—copy that will put us in right with the Scribner men.



SALES MANAGER BLISS:

Do you know, Mr. Hopkins, I've always thought of Scribner's as the kind of a magazine which the big business man turns to under his library-lamp with the surety of a profitable evening.

PRESIDENT HOPKINS:

You're right, Bliss. I do.



PRESIDENT HOPKINS:

Miss Peters, will you take a letter to Advertising Department, Charles Scribner's Sons, 597 Fifth Avenue, New York.

(No. 6. A National Problem of Conduct Series appearing every Tuesday and Friday in The Chicago Tribune)

Capital and Labor in the War

The war calls for the full powers of labor and capital. The billions of dollars to be spent here by our government and its allies mean large sums for manufactures, raw materials and foodstuffs. Much of this capital is going to be spent for labor. It means continuous work.

The withdrawal of a million or more young men from the industrial field will make a shortage in labor. The casual and temporary worker will get permanent employment; the army of unemployed, so common in times of peace, will be put to work; women will be called to fill the gaps. Wages will be high. Capital and labor will readjust themselves to the new conditions, and a large part of the population will be lifted from poverty to prosperity, bringing a tremendous impetus to civil business. It is possible to be unpatriotically economical. We must not ignore the men, women and children whose welfare depends on the spirit with which we economize. Thoughtless skimping would mean thousands out of work, and this would mean a defeat of the very purposes of intelligent economy—to make dispensable things give way to the indispensable—to conserve but not stint the things necessary for our national life and comfort.

President Wilson, addressing the convention of the Associated Advertising Clubs of the World, sent his message: "May I not congratulate the Associated Advertising Clubs upon their purpose to assist in mobilizing the best thought and promoting greater activity in all lines of business in these times of stress and exigency?"

"It would be of the greatest benefit if the convention could be employed to steady business and clear the air of doubts and misgivings in order to make for greater unity of purpose in winning the great war for democracy and civilization."

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)

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